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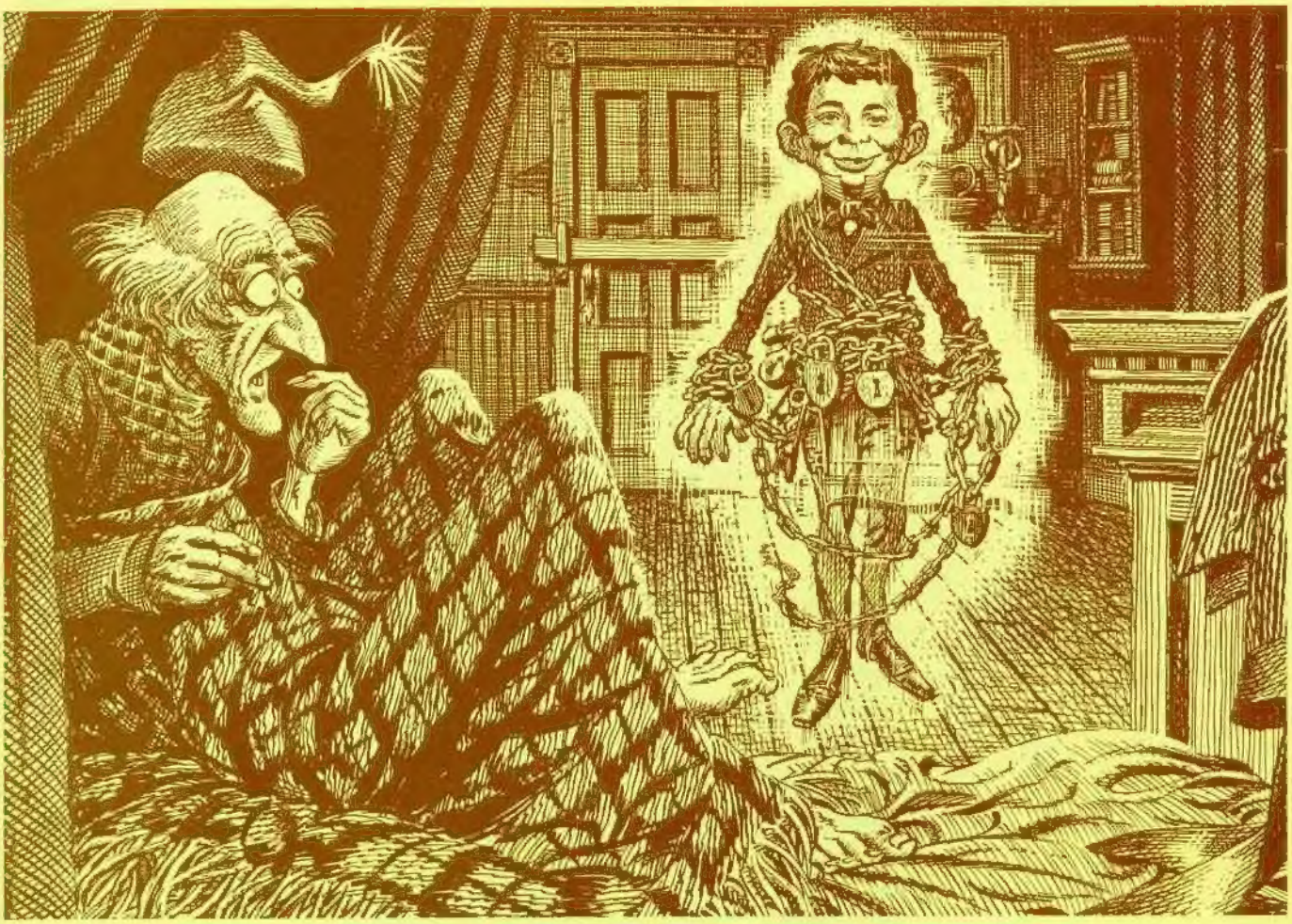

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NUMBER 204 JANUARY 1979

MAD

"Experience is something you never have until just after you need it!" —Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

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Christmas Is 12

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MAD—Jan., 1979. Volume 1, No. 204. Published monthly except February, May, August and November, by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscription in U.S.A., 15 issues $9.00. Outside U.S.A., 15 issues $10.00. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription.
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Printed in U.S.A.

VITAL FEATURES

"JAW'D, TOO" (Movie Satire) Pg. 4

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THIS YEAR'S "GIMMICK" CHRISTMAS GIFTS Pg. 35

"THE INCREDIBLE BULK" (TV Satire) Pg. 42

LETTERS DEPT.

COMA-TOAST

Considering how many Medical Profession people there are in the world, your "Coma-Toast" took a lot of guts!

Natalie C. Atkins, A1C
Medical Service Specialist
Lowry AFB
Denver, Colorado

Larry Siegel's cutting satire of "Coma" was a real organ-grinder!

Mike Gaeta
Ridgewood, N.J.

"Coma-Toast" by Siegel and Drucker gets my suit for malpractice, mainly because they left me in stitches.

Rene Enriguez
Bellflower, Calif.

RECYCLING YOUR THROW-AWAYS

I found Al Jaffee's—Paul Peter Porges's "Recycling Your Throw-Aways" absolutely mind-boggling. Being I'm Jewish, I immediately went in and cut up my sister's old training bras, making many assorted yamulkas. I always wanted a yamulka with a chin strap.

Stephen Coderrestein
Holmdel, N.J.

THE LIGHTER SIDE OF OVER-REACTING

I really thought Dave Berg's "Lighter Side Of Over-Reacting" was great, super and well done. On second thought, it wasn't that good.

Pete Hingeber
Rock Falls, Ill.

LUST BOAT

"Lust Boat" gave me that sinking feeling!

Allan Coen
Burnaby, B.C.
Canada

"UNCLE" FOR CAMP COUNSELORS

Stan Hart really zapped the plundering predators that made me cry "Uncle", many a summer. How I envied those underprivileged urchins, back in the hot city, at Camp Open Hydrant; immune to bugle muster and bunk-making!

Jim Randleman
Elverta, Calif.

JUST WHAT THE DOCTOR ORDERED

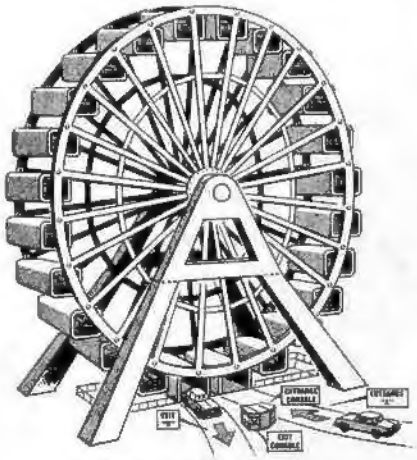
What can you say about someone who has been reading MAD since 1960, who got a college degree while reading it, who graduated from medical school while reading it, and who has been a well-respected practicing doctor while reading it the last five years? Physician, heal thyself!

W. O. Ameen, Jr., M.D.
Greenwood, South Carolina

JAFFEE THE PARKING PROPHET

Well, congratulations for finally stepping your rag out of the fun and games racks and into the science and architecture racks. Park Mobile, Inc. is helping Atlantic City solve the Casino parking problems by building "Ferris Wheel" parking devices. Sound familiar? Try page 34 of your July, 1976 edition (#184). Their innovation was designed by Al Jaffee! Else, Jaffee is moonlighting as a pipefitter.

Deidre E. Parks
Cranford, N.J.



Jaffee's Parking Prototype

Park Mobile's Device

ALFRED E. NEUMAN, NUDENIK

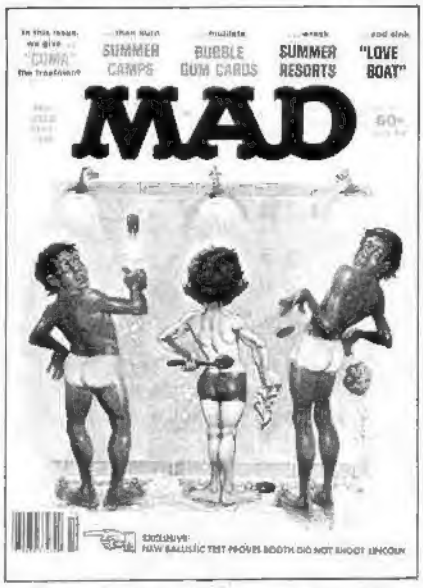
Jack Rickard's cover was very em-bare-ass-ing and I'm sure no reader will offer a re-butt-al.

Ted Wheatley
Sault Ste. Marie,
Ont., Canada

Way back in MAD #130, Oct. 1969, you ran an article, illustrated by Jack Rickard, entitled "If This Nudity Trend In Movies Ever Spreads To The Comics". On the last page of this article you pictured an "inevitable" *nude* MAD cover (see enclosure). Well, your infamous MAD ESP came through again, with Rickard's shower-room *nudity* cover on #202. Aside from this delayed postscript to your whimsical premise in #130, I guess this shows that MAD articles hold water!

Robert J. Johnson
Colorado Springs, Col.

MAD Foresight About "Hind" Sight



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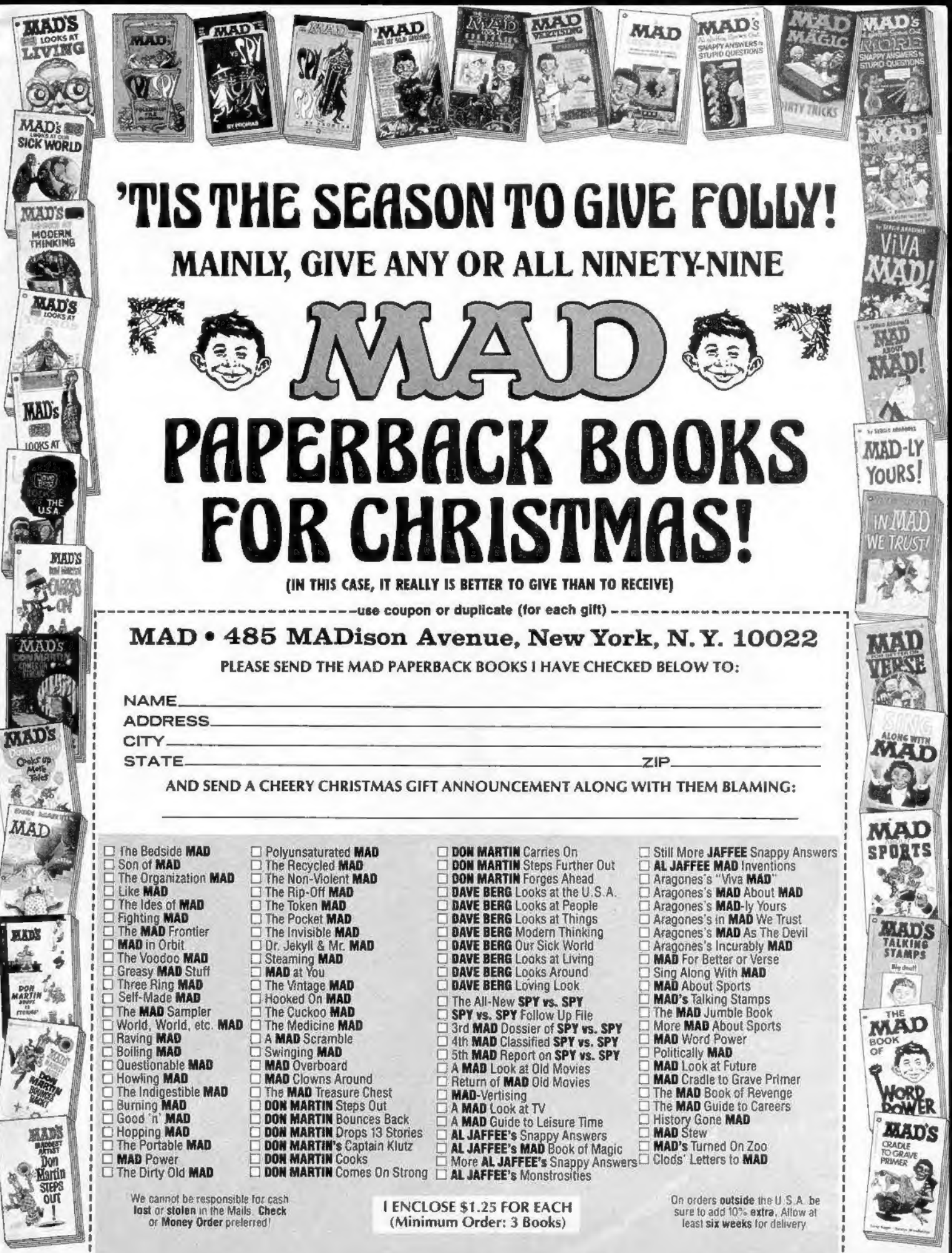

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Look . . . ! It's the "OKRA" . . . the boat that helped to destroy one of "Great Whites"!

I've got news for you, Buddy! In a couple of seconds, TWO Great Whites are going to be destroyed! Mainly US!!

Remember the movie about a giant shark that took place on a quiet vacation island, and the Chief of Police couldn't get any of the Town Officials to believe that such a huge savage creature really existed until a lot of people were "JAW'D" . . . ?

Well, this is the opening scene of a brand new movie about an identical shark, that takes place on the same vacation island, and the Chief of Police still can't get any of the Town Officials to believe that such a savage creature really exists! So get ready! Because that huge shadow moving toward us means that we, and a lot of other people, are gonna be . . .

JA

I'd like to thank the Band for their music . . . but I do think the Choir could have refrained from singing ". . . the shark has pointy teeth, dear, and he shows them, pearly white . . ."!

Now, "Miss Amnesty" will cut the ribbon officially opening this modern hotel that features everything a hotel on the ocean could possibly need . . . Dining Room, Lounges, Bar, Laundromat, Suana, Gymnasium, Restaurant, Hospital, Intensive Care Unit, Blood Bank, Shark Bite Center—

Whew! I just got here! I'm sorry that I'm late . . . but I had to change my clothes!

Boy, I sure wish you'd changed your expression!

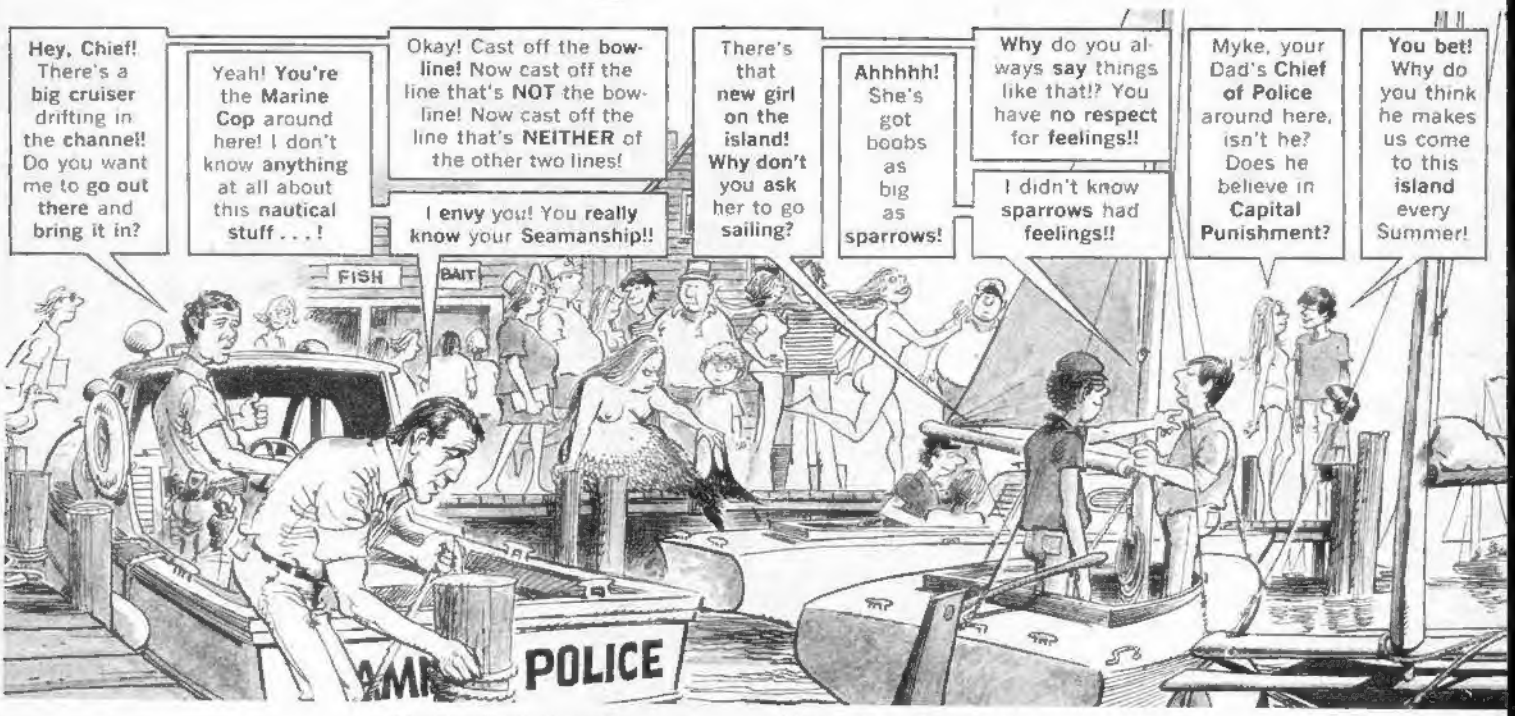
If I'd done that, I'd've been a DAY late instead of an hour late! Did I miss anything??

The Amnesty Band played, the Amnesty Choir sang, "Miss Amnesty" cut the ribbon, and Mayor Fawn made a speech!

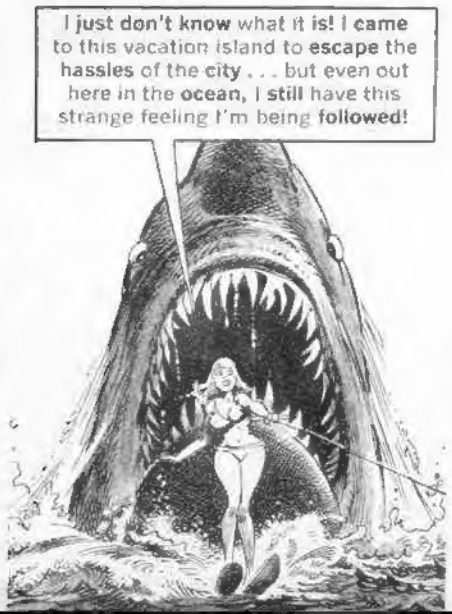
Yeah, but did I MISS anything?

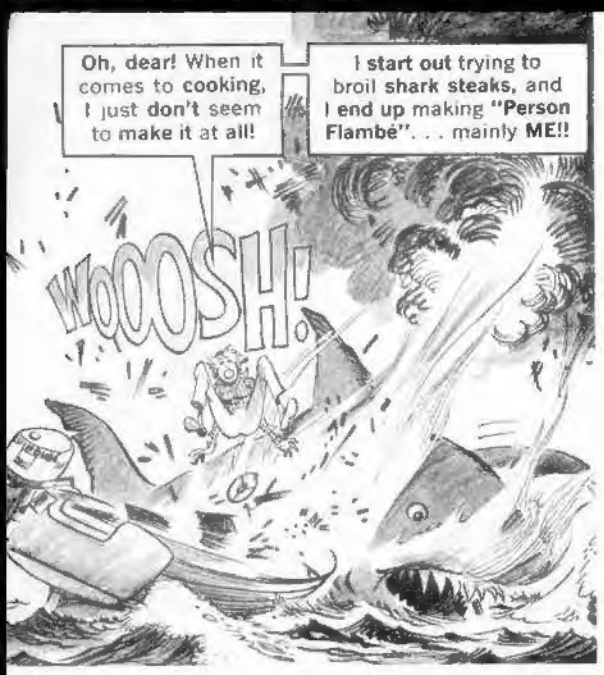
PLAYING IT FOR SHARK VALUE AGAIN DEPT.

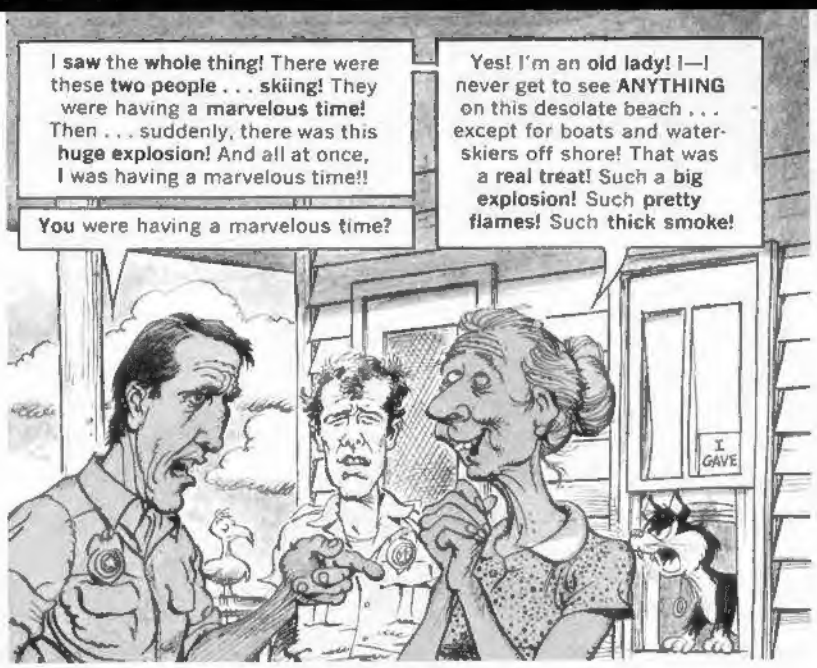
W'D, TOO

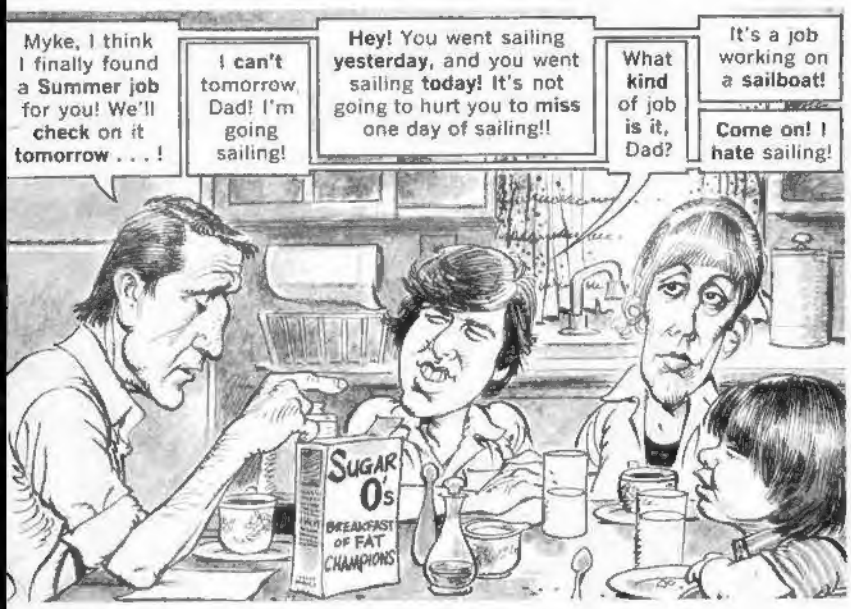


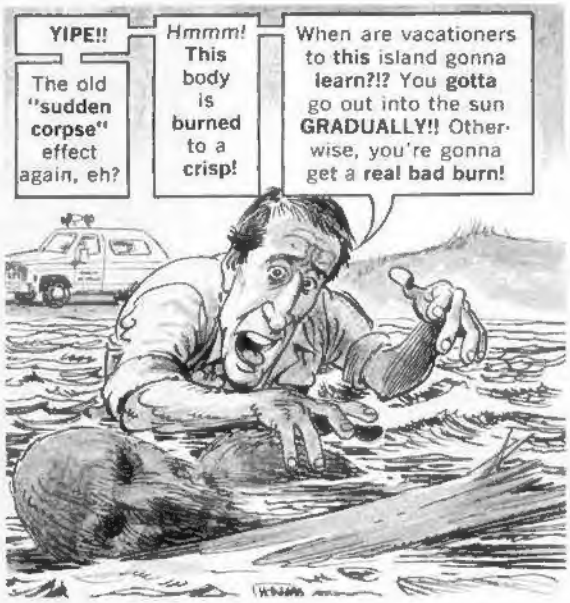
ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO

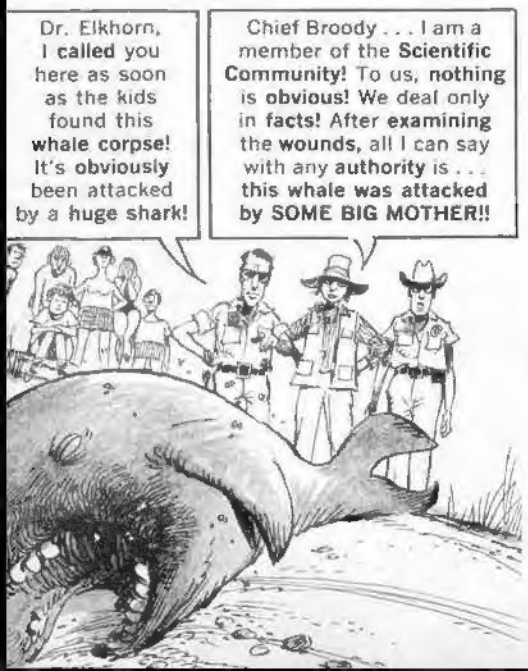



Oh, dear! When it comes to cooking, I just don't seem to make it at all!
I start out trying to broil shark steaks, and I end up making "Person Flambé"... mainly ME!!
WoOOSH!


I saw the whole thing! There were these two people... skiing! They were having a marvelous time! Then... suddenly, there was this huge explosion! And all at once, I was having a marvelous time!!
You were having a marvelous time?
Yes! I'm an old lady! I—I never get to see ANYTHING on this desolate beach... except for boats and water-skiers off shore! That was a real treat! Such a big explosion! Such pretty flames! Such thick smoke!
I GAVE

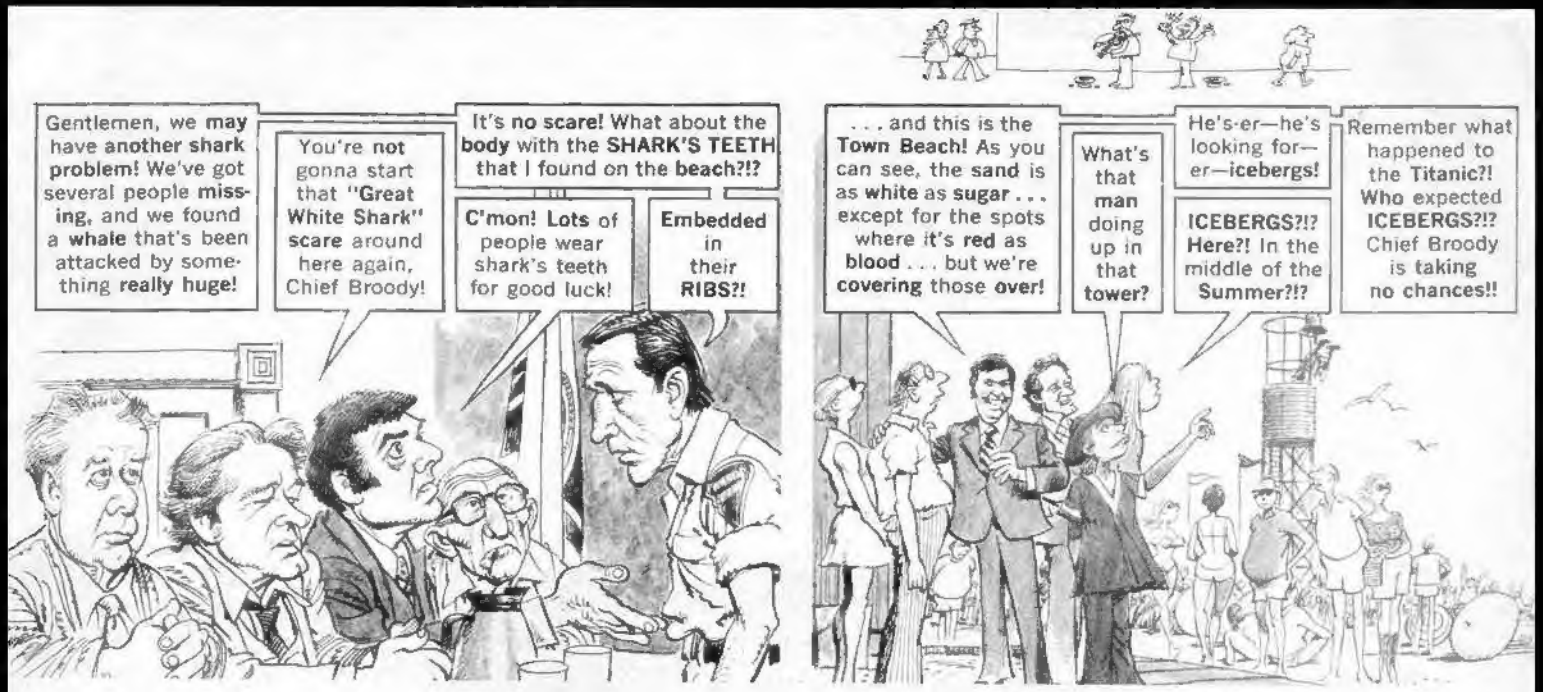

Myke, I think I finally found a Summer job for you! We'll check on it tomorrow...!
I can't tomorrow, Dad! I'm going sailing!
Hey! You went sailing yesterday, and you went sailing today! It's not going to hurt you to miss one day of sailing!!
What kind of job is it, Dad?
It's a job working on a sailboat!
Come on! I hate sailing!
SUGAR O's
BREAKFAST OF FAT CHAMPIONS


YIPE!!
The old "sudden corpse" effect again, eh?
Hmmm! This body is burned to a crisp!
When are vacationers to this island gonna learn?!? You gotta go out into the sun GRADUALLY!! Otherwise, you're gonna get a real bad burn!

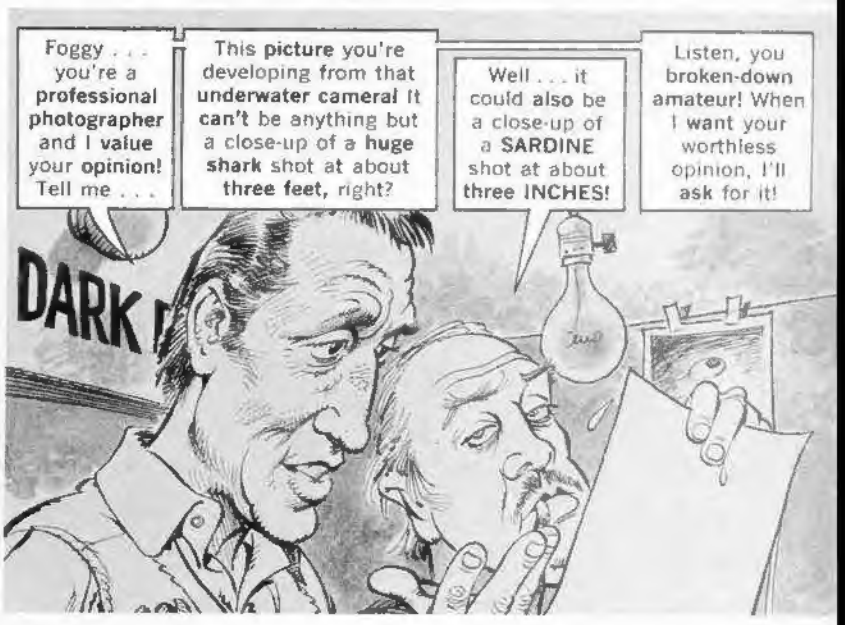

Dr. Elkhorn, I called you here as soon as the kids found this whale corpse! It's obviously been attacked by a huge shark!
Chief Broody... I am a member of the Scientific Community! To us, nothing is obvious! We deal only in facts! After examining the wounds, all I can say with any authority is... this whale was attacked by SOME BIG MOTHER!!

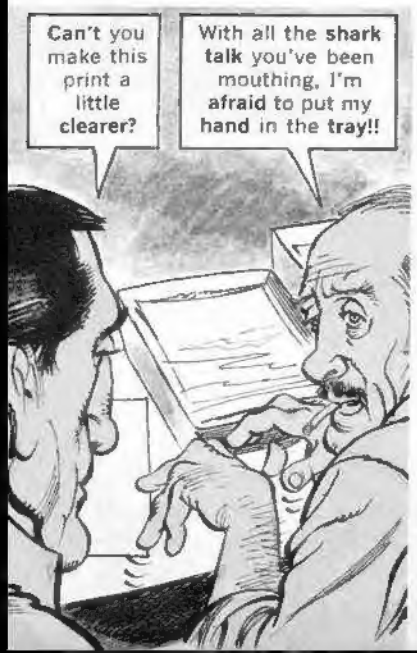
What would bring a huge shark like that into shore?
They like rhythm! Anything with a systematic beat! They're attracted to drumming... solid vibrations!
In that case, why call them "Great Whites"? "GREAT BLACKS" seems to fit better!!

Doctor Elkhorn, do sharks ever communicate? I mean... if one shark is killed, could another shark want to take revenge??
Sharks don't take things personally! However, as far as taking revenge is concerned, if I were you, I'd be very careful to avoid anyone who paid good money to see this disappointing sequel!!


Gentlemen, we may have another shark problem! We've got several people missing, and we found a whale that's been attacked by something really huge!
You're not gonna start that "Great White Shark" scare around here again, Chief Broody!
It's no scare! What about the body with the SHARK'S TEETH that I found on the beach?!?
C'mon! Lots of people wear shark's teeth for good luck!
Embedded in their RIBS?!
. . . and this is the Town Beach! As you can see, the sand is as white as sugar . . . except for the spots where it's red as blood . . . but we're covering those over!
What's that man doing up in that tower?
He's-er—he's looking for—er—icebergs!
ICEBERGS?!? Here?! In the middle of the Summer?!?
Remember what happened to the Titanic?! Who expected ICEBERGS?!? Chief Broody is taking no chances!!

CLEAR THE WATER! GET OUT! DANGER! RUN FOR YOUR LIVES!
What's everybody running for! Is there something in the water?!?
If there is, it can't be as dangerous as Chief Broody!! When he gets excited, he's a lunatic with his gun!

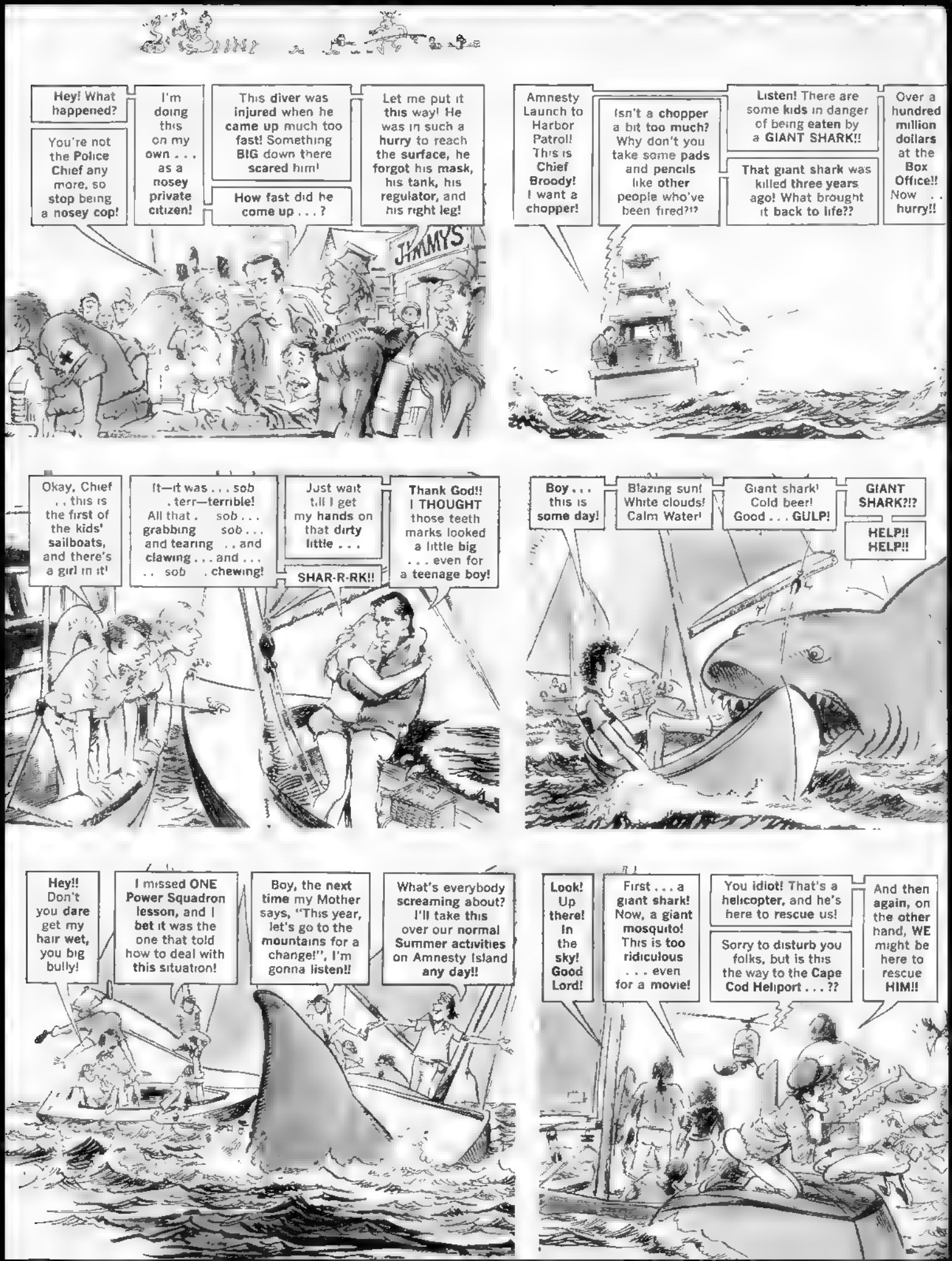

Foggy . . . you're a professional photographer and I value your opinion! Tell me . . .
This picture you're developing from that underwater camera! It can't be anything but a close-up of a huge shark shot at about three feet, right?
Well . . . it could also be a close-up of a SARDINE shot at about three INCHES!
Listen, you broken-down amateur! When I want your worthless opinion, I'll ask for it!
DARK


Can't you make this print a little clearer?
With all the shark talk you've been mouthing, I'm afraid to put my hand in the tray!!

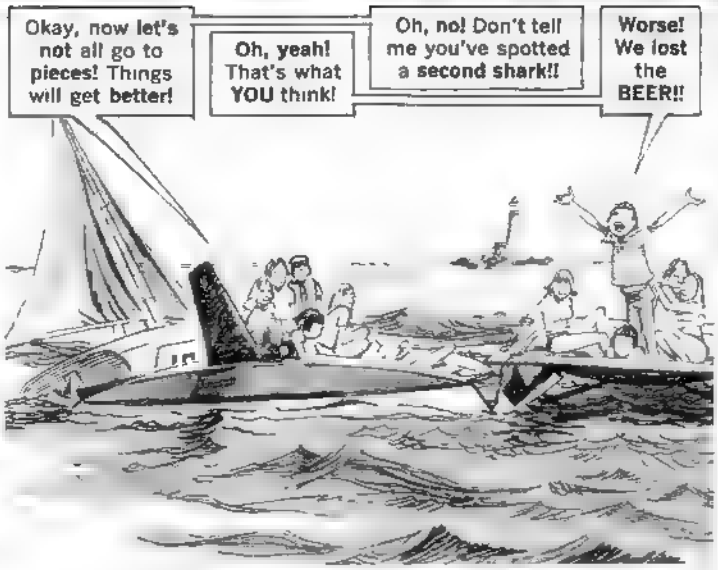
We're glad you're here, Broody! We were just talking about you and your outrageous behavior!
Oh, yeah? Well, this photograph will show you I'm not mistaken! It's a SHARK!! Just like the first one! See the eyes, the mouth, the plastic skin, the hydraulic hoses, the "Union Made" label . . .

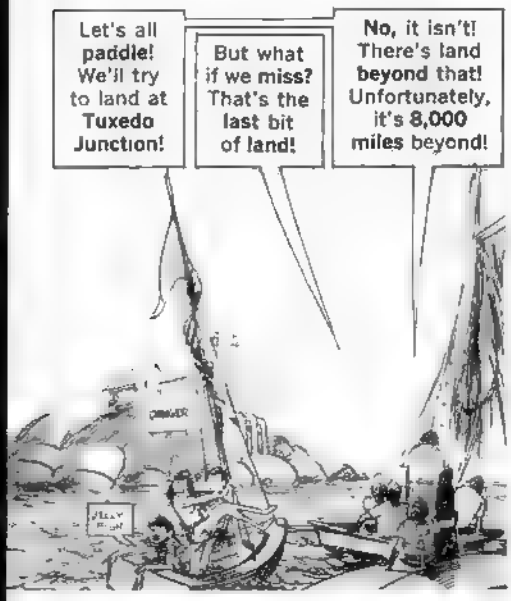
We're going into a private meeting -now, Broody!
To decide my fate?
No, to decide OUR fates! After the public sees this sequel, I'm afraid we're all through!
I tell you, it's a picture of a shark! Go have your meeting! I'll wait here under this elephant's head!

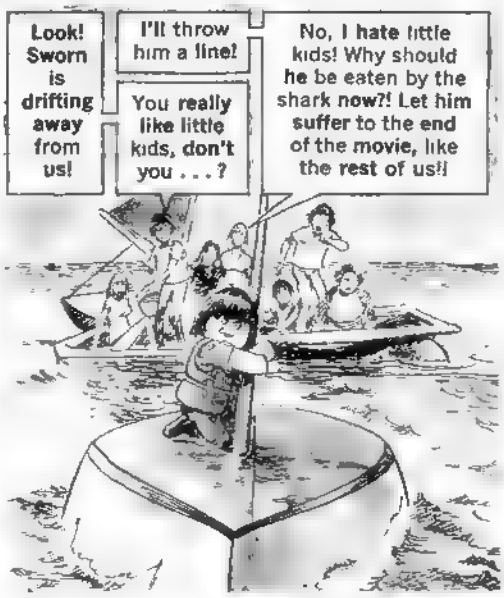
I can't believe it! I've been fired! You know, honey, this is the first time in my life that I've ever been fired from a job!
Big deal! It's the first job you've ever had in your life!!
. . . And what really upsets me the most is that no one believes there's another shark out there!!
I do, dear!
Now, let's just forget about it! Let's have some fun!
What do you feel like doing?
Let's go for a dip in the ocean!
Hey, you guys wanna go sailing with me tomorrow? My Father has a couple of cases of beer . . . and he told me to take them out to the lighthouse . . . and drink 'em!
No kiddin'? Your Father REALLY said that?!?
Well, sort of! He actually said, "I don't want to see you drinking this beer!" So he'll never see me out that far!
Are you coming along tomorrow, Myke?
My parents want me to stay around the house!
It's too bad you listen to your parents so much! I was thinking of going topless!
Having just discovered that I'm an "Orphan". . . I'll pick you up at 8:00!
Can I ask you a personal question?
Sure!
Have we dated before . . . or is this the first time we're going out together? You see, in this movie, the teenagers all look alike! I don't know who's who!
I know what you mean! So far, two of us teenagers have been killed, and I still don't miss anybody!!
STOP POLLUTING OUR WATERS! DON'T LET THEM MAKE JAWS III!
You're going sailing, aren't you?!? Take me with you!!
What can an eleven-year-old kid do, when his Brother's got a very heavy date?
I can sail the boat while you're making out!
Get your life jacket! And hurry!!
Wasn't this a good idea, to drop behind the others . . . so we could be all by ourselves?!?
But now there's no wind!! How far do you think we can go?
Well . . . I was thinking of going "all the way"!
Oooh— Teena!! That feels good!! Boy . . . you're really—Yipe! —passionate, once you get— Oh!—started!
Easy with the TEETH, Teena! Try not to leave any marks! My parents get suspicious!


Hey! What happened?
You're not the Police Chief any more, so stop being a nosey cop!
I'm doing this on my own . . . as a nosey private citizen!
This diver was injured when he came up much too fast! Something BIG down there scared him!
How fast did he come up . . . ?
Let me put it this way! He was in such a hurry to reach the surface, he forgot his mask, his tank, his regulator, and his right leg!
JIMMY'S
Amnesty Launch to Harbor Patrol! This is Chief Broody! I want a chopper!
Isn't a chopper a bit too much? Why don't you take some pads and pencils like other people who've been fired?!?
Listen! There are some kids in danger of being eaten by a GIANT SHARK!!
That giant shark was killed three years ago! What brought it back to life??
Over a hundred million dollars at the Box Office!! Now . . hurry!!
Okay, Chief . . this is the first of the kids' sailboats, and there's a girl in it!
It—it was . . . sob . terr—terrible! All that . sob . . . grabbing sob . . . and tearing . . and clawing . . . and . . . . sob . chewing!
Just wait till I get my hands on that dirty little . . .
SHAR-R-RK!!
Thank God!! I THOUGHT those teeth marks looked a little big . . . even for a teenage boy!
Boy . . . this is some day!
Blazing sun! White clouds! Calm Water!
Giant shark! Cold beer! Good . . . GULP!
GIANT SHARK?!?
HELP!! HELP!!
Hey!! Don't you dare get my hair wet, you big bully!
I missed ONE Power Squadron lesson, and I bet it was the one that told how to deal with this situation!
Boy, the next time my Mother says, "This year, let's go to the mountains for a change!", I'm gonna listen!!
What's everybody screaming about? I'll take this over our normal Summer activities on Amnesty Island any day!!
Look! Up there! In the sky! Good Lord!
First . . . a giant shark! Now, a giant mosquito! This is too ridiculous . . . even for a movie!
You idiot! That's a helicopter, and he's here to rescue us!
Sorry to disturb you folks, but is this the way to the Cape Cod Heliport . . . ??
And then again, on the other hand, WE might be here to rescue HIM!!

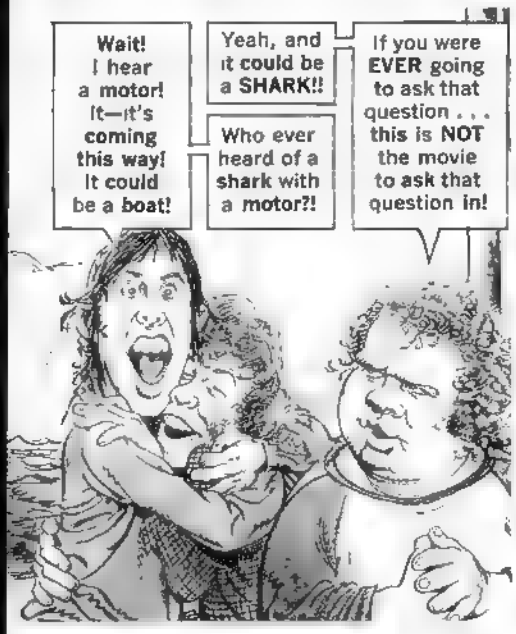
Look! The shark's attacking the helicopter!
I've heard of FLYING FISH . . . but this is ridiculous!
Let's head for the lighthouse!
Why? If it goes after people in boats and planes . . . what makes you think we'll be safe in a lighthouse?!
Mahnan's
THUMP! THUMP! THUMP!

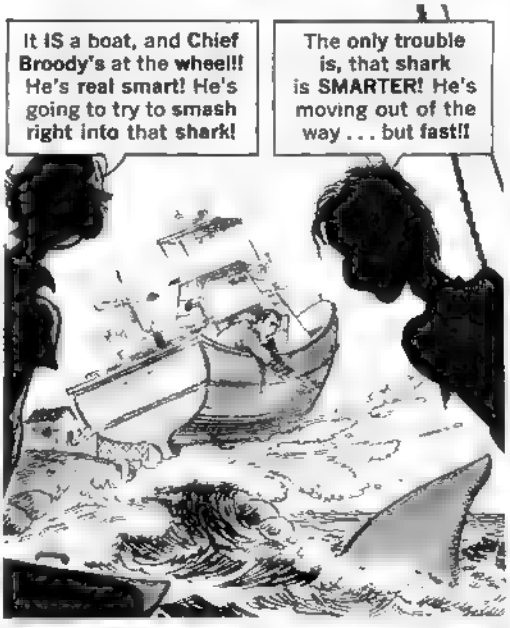

Okay, now let's not all go to pieces! Things will get better!
Oh, yeah! That's what YOU think!
Oh, no! Don't tell me you've spotted a second shark!!
Worse! We lost the BEER!!


Let's all paddle! We'll try to land at Tuxedo Junction!
But what if we miss? That's the last bit of land!
No, it isn't! There's land beyond that! Unfortunately, it's 8,000 miles beyond!


Look! Sworn is drifting away from us!
I'll throw him a line!
You really like little kids, don't you . . . ?
No, I hate little kids! Why should he be eaten by the shark now?! Let him suffer to the end of the movie, like the rest of us!!

C'mon! Let's play a game to keep our minds off the danger! Let's see who can guess the difference between THIS NEW movie . . . and the FIRST "JAW'D" movie?!?
You can't fool me! That's one of those "trick" questions! There IS NO difference!


Wait! I hear a motor! It—it's coming this way! It could be a boat!
Yeah, and it could be a SHARK!!
Who ever heard of a shark with a motor?!
If you were EVER going to ask that question . . . this is NOT the movie to ask that question in!


It IS a boat, and Chief Broody's at the wheel!! He's real smart! He's going to try to smash right into that shark!
The only trouble is, that shark is SMARTER! He's moving out of the way . . . but fast!!

CRASH!

Hmm! Missed the shark completely! But I sure scared the heck out of this island!

It's okay, kids!

I'm all right!

HE'S all right!? He's high and dry on an island . . . while we're out here with a giant shark!! Of course, he's all right!!

I'm going to let out this grappling hook! Pull it over and attach it to your boats! Then, I'll haul you all over here with me!

Yeah? Then what?!?

Then we'll ALL be trapped on this deserted island!

The hook is stuck!

I'm gonna haul it back up!!

That's why he's Chief of the LAND police!

Y'know, so far, THREE of us have been eaten by that horrible shark!

Gee, am I one of the three? I REALLY have lost track of the teenagers in this movie!

Look! The hook has pulled up the underwater cable line that brings all the electricity to our island from the mainland!

Hey—Chief Broody must be going crazy! Now he's hitting the power line with a paddle!

I wonder what the power line did wrong?!?

He's really into heavy punishment, isn't he?

No—he's doing that to attract the shark!

But . . . how does he know if the shark is AC or DC?!

WAK!

Wow!! What a "shock" ending!

It looks like Chief Broody made it all right!

That's good news for the Broody family, but bad news for US!!

How come . . . ?

I don't think I could survive "JAW'D III"!!

Well, Broody, you killed the giant shark . . . and you saved the lives of five . . . maybe six teenagers! WHICH five or six . . . we may NEVER KNOW!

. . . And you're here to apologize and give me back my job!!

No . . . I'm here to tell you that you're WANTED in TEN STATES!! Because when you sacrificed that power cable, you caused a TOTAL BLACKOUT of the entire Northeast, which resulted in the loss of HUNDREDS of lives and MILLIONS of dollars in property damage!!

CHRISTMAS IS . . . an ugly girl . . standing under the mistletoe, and everybody pretending not to notice.

CHRISTMAS IS . . . shaking a present in order to get a good idea of what it might be . . . and hearing it break.

CHRISTMAS IS . . . hearing the sound of loud and joyous church bells . . and you've got a terrible hangover.

CHRISTMAS IS . . . trying to out-decorate your neighbors . . and you live next door to Macy's Department Store.

YULE BE SORRY! DEPT.

CHRIS

ARTIST PAUL COKER

CHRISTMAS IS . . . exchanging gifts with a friend . . . and then bumping into him on the "Refunds" line.

CHRISTMAS IS . . . roasting a 20 pound turkey . . . and you haven't finished the 17 pound turkey from Thanksgiving yet

CHRISTMAS IS . . . getting a cheap gift from a good friend and saying, "It's the thought that counts!" . . . and trying to sound like you mean it.

CHRISTMAS IS . . . finding a brand new shirt you gave your Husband for Father's Day . . . and wondering if he'll remember getting it before.

TMAS S...

WRITER TOMMY MOORE

CHRISTMAS IS . . . everybody going out to everybody else's house . . . and nobody seeing anybody because nobody's home.

CHRISTMAS IS . . . trying to find the same thumbtack holes from last year

CHRISTMAS IS . . . getting an unbreakable toy . . . and breaking all your other toys with it.

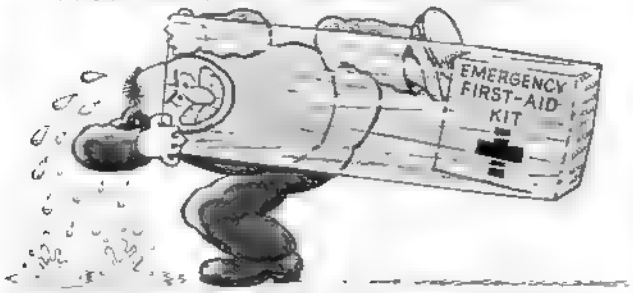
CHRISTMAS IS . . . hanging a stretch stocking on the mantel

Everywhere we shop these days, we see products with the words "NEW—IMPROVED" printed all over them. But after we buy these products and start to use them, we find that the only thing that's "new" and "improved" is the higher price. Which is

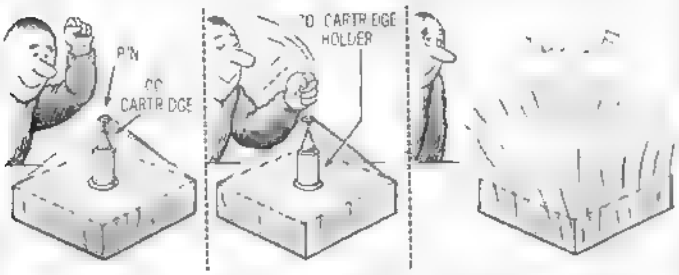
"NEW-IMPROVED" REALLY ARE NEW

ARTIST & WRITER: AL JAFFEE

NEW—IMPROVED PACKAGING



Anyone who has ever tried to tear a transparent wrapping from a product knows what an impossible job this can be.



New—Improved packaging contains a small CO^2 cartridge enclosed within the wrapping which, when dealt a sharp blow, fills wrapping with gas until it finally explodes.

NEW—IMPROVED TUBE DISPENSER

Regular tube dispensers of toothpaste, paints, ointments, pastes, etc., are frustrating because the last drops are impossible to squeeze out, which means a waste of money.

New—Improved tube dispenser has cap at each end, making job of squeezing out those last drops easy and effective.

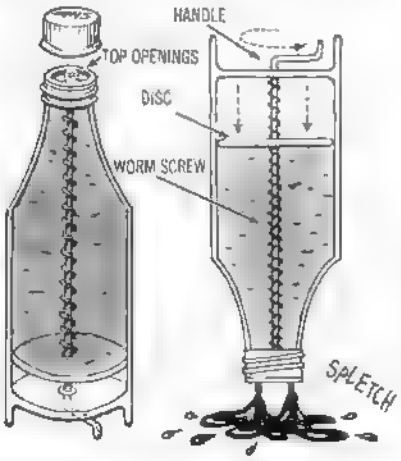
NEW—IMPROVED TOOTHPICKS

Toothpicks can be pointy little hazardous spears when they are accidentally poked too far in an effort to remove glop.

New—Improved toothpick with adjustable stop-guides allows user to safely control the amount of tooth gap penetration.

NEW—IMPROVED KETCHUP BOTTLE

Today's ketchup bottle is an infuriating thing that either gives no ketchup at all, or all of it at once . . . all over.



New—Improved ketchup bottle has a built-in winding device that delivers exact amount of ketchup exactly where you want it. Handle in recessed base of bottle turns worm screw rod which pushes a disc, forcing ketchup out of top openings.

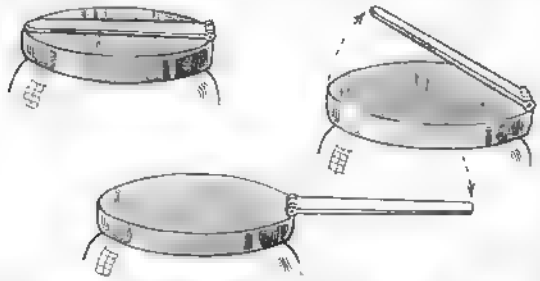
new and improved for the manufacturer . . . but how about us consumers? MAD thinks that it's about time there really were products that are new and improved. And so, we've gone back to the old drawing board, and we've come up with these marvelous

PRODUCTS THAT AND IMPROVED

IDEA: BILLY DOHERTY

NEW–IMPROVED JAR TOP

Regular jar tops often stick, requiring super strength to open. This is especially frustrating when you do not have a jar top wrench, or some such tool to make the job easy.



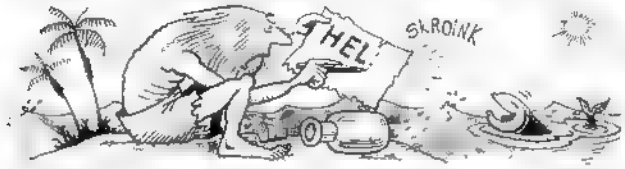
New—Improved jar top has a built-in fold-out handle that provides ample leverage, even for stubbornly frozen lids.

NEW–IMPROVED LADIES WATCH

Most ladies watches are disgustingly dainty and small . . . making the telling of time by them impossible, especially when light conditions are poor or eyesight is failing from advancing age.

New—Improved ladies watch is fitted with telescoping magnifying-glass face-cover, which solves this problem.

NEW–IMPROVED BALL POINT PEN



Regular ball point pens run out of ink without any warning at the worst times, like when you're taking an exam, writing a check or sending an important life-or-death message.

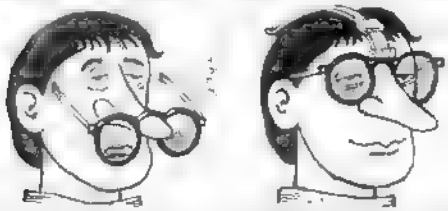
New—Improved ball point pen has warning dye (A) at end of ink supply, which is colored differently than regular ink supply (B). Thus, when the regular ink supply runs out and writer sees warning dye, he knows he has just enough left to finish job at hand, but he must get refill afterwards.

NEW–IMPROVED TEA BAG

Regular tea bag has string and tab attached for dunking into hot water. But often, tab and string follow bag into cup, threatening to make tea too dark unless it's removed.

New—Improved accordion-type tea bag opens easily to stretch across top of tea cup, eliminating chances of falling into steaming water, causing embarrassment as it occurs, burnt fingers when you try retrieving it.

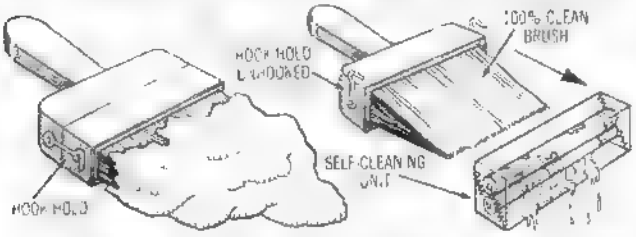
NEW–IMPROVED EYEGLASSES



Slipping eyeglasses is a very common and vexing annoyance. New-Improved eyeglasses have snap-on head-yoke that stops this problem once and for all. Mix-and-match decorator styles and colors add a touch of elegance and excitement.

NEW–IMPROVED PAINT BRUSH

Cleaning a paint brush not only ranks as one of life's more unpleasant jobs, it also seldom gets done right.



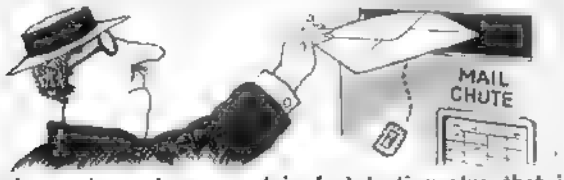
New–Improved paint brush cleans itself. Brush is made with attached self-cleaning unit. When hook holds are opened, cleaning unit is held in one hand while sloppy brush is pulled through its powerful squeegee rollers.

NEW–IMPROVED GOLF BALL

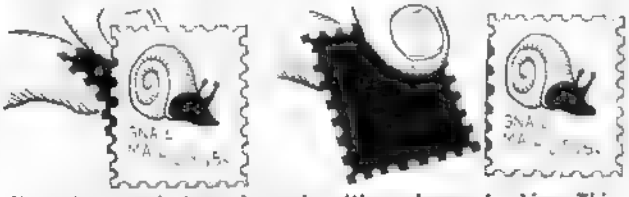
With golf balls becoming more and more expensive, losing one is of serious concern to most golfers. But millions are still lost, no matter how hard golfers look for them.

New–Improved golf ball contains tiny shockproofed solid state transmitter. Golfer with receiver easily follows his personal signal (each ball broadcasts on a different wavelength) until he locates his ball. Miniature battery lasts a year, and broadcast range is one mile. Any golfer who hits his ball out of range would be glad to lose it.

NEW–IMPROVED POSTAGE STAMPS



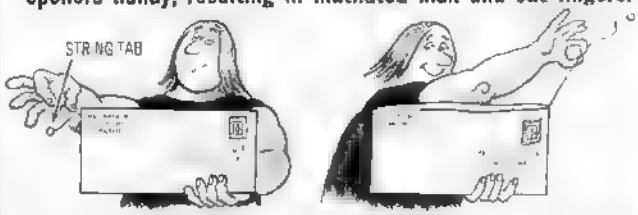
Regular postage stamps contain foul tasting glue that is often ineffective, causing stamps to fall off during mail handling. With today's Post Office policy of not delivering mail with postage due, many problems can and do occur.



New–Improved stamp is made with peel-away backing. This not only eliminates disgusting task of licking the yecchy glue, but it also provides an adhesive so strong that not even rain-soaking the envelope will loosen the new stamp.

NEW–IMPROVED ENVELOPES

On many occasions, mail recipients do not have any letter openers handy, resulting in mutilated mail and cut fingers.



New–Improved envelopes contain string tabs much like the ones found on "Band-Aids". Letters open easily and neatly.

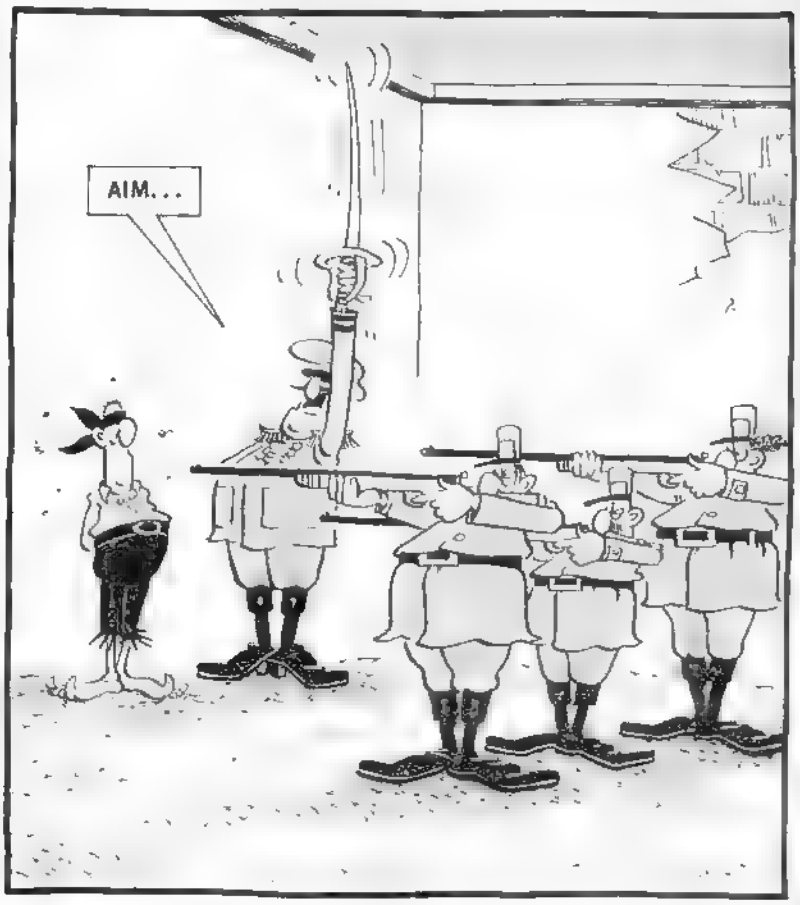
NEW–IMPROVED BOOK MATCHES

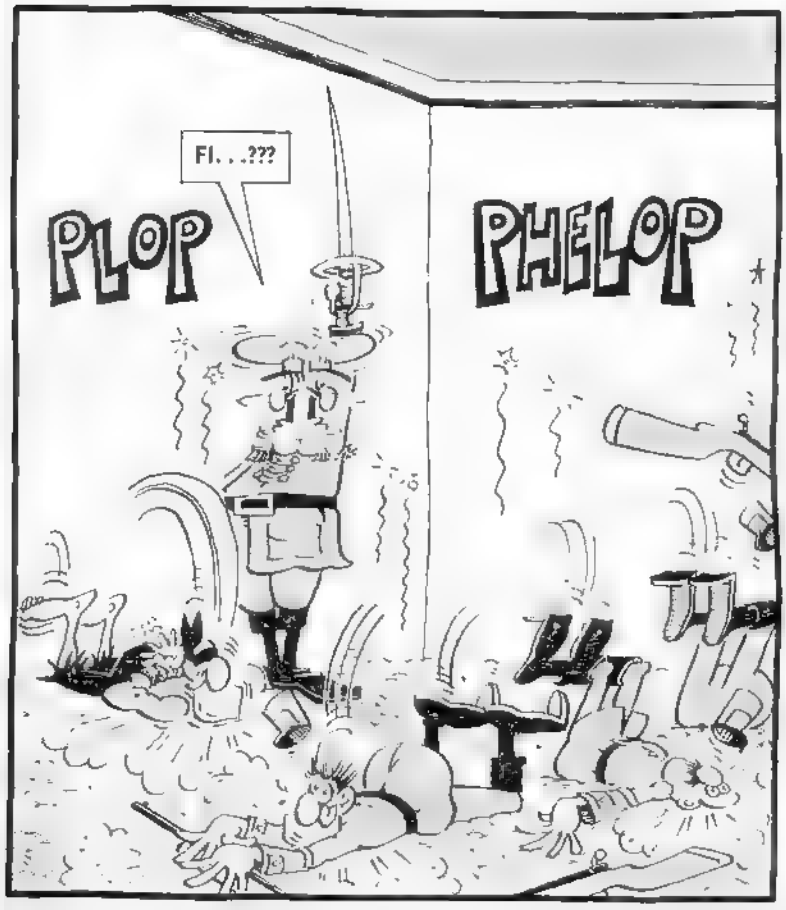
Regular book matches are torn out, used and thoughtlessly discarded, causing messy conditions and even fire hazards.

New–Improved book matches are attached to elastic strips. User simply stretches one out, strikes it, lights up and then lets it snap back inside its cover. When all matches are used, entire book is discarded, eliminating messy job of picking up individual burnt matches, plus fire hazards.

DON MARTIN DEPT. PART I

EARLY ONE MORNING DOWN IN SOUTH AMERICA



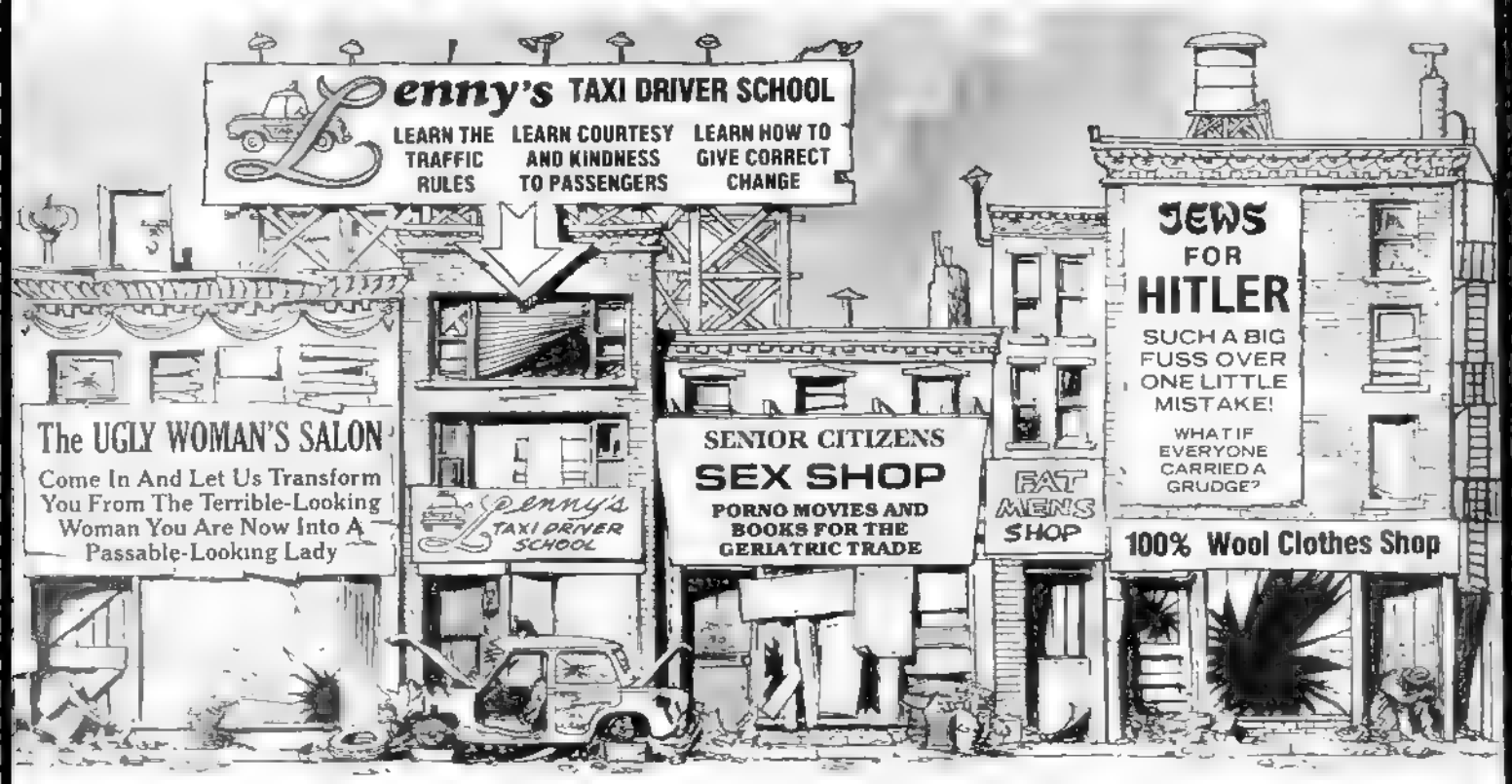


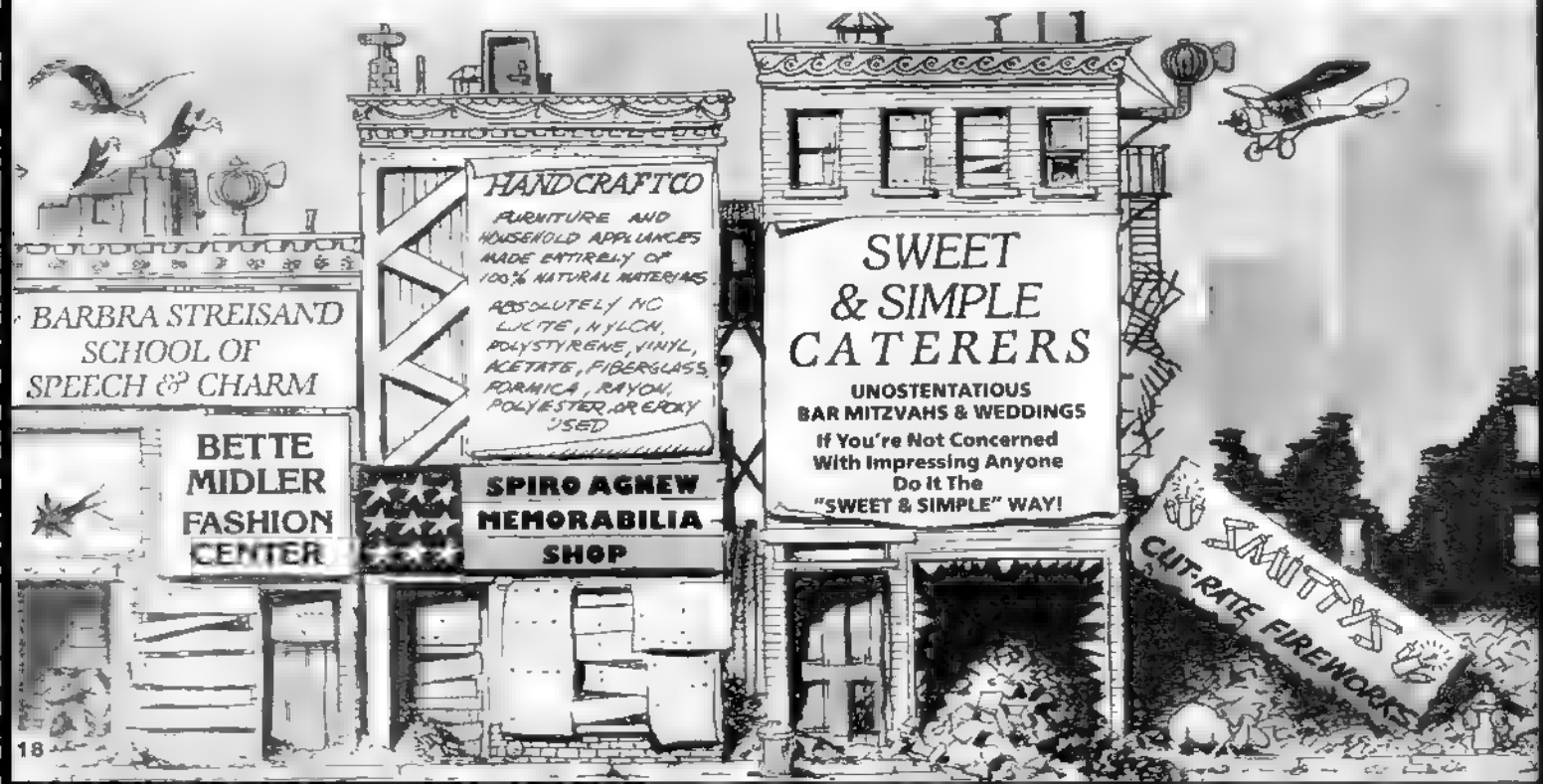
DEAD ENDED STREET DEPT.

Some people have a head for business . . . and some people don't. F'rinstance, the guy who puts out this magazine has a head for business . . . and a goof like you who buys this worthless rag doesn't. Get it? Now, if a stupid clod like you were

THE BOULEVARD O

ARTIST: GEORGE WOODBRIDGE

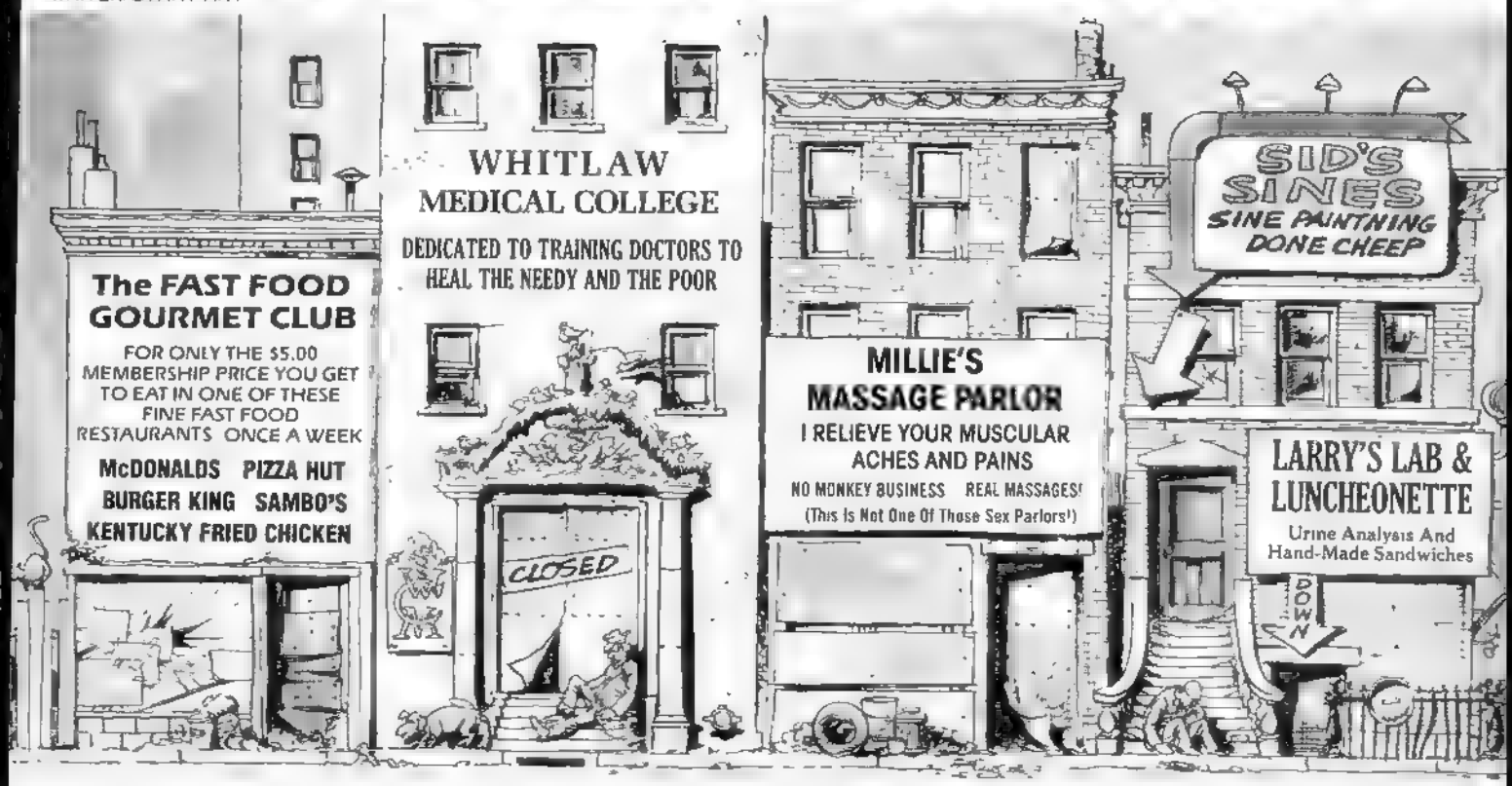


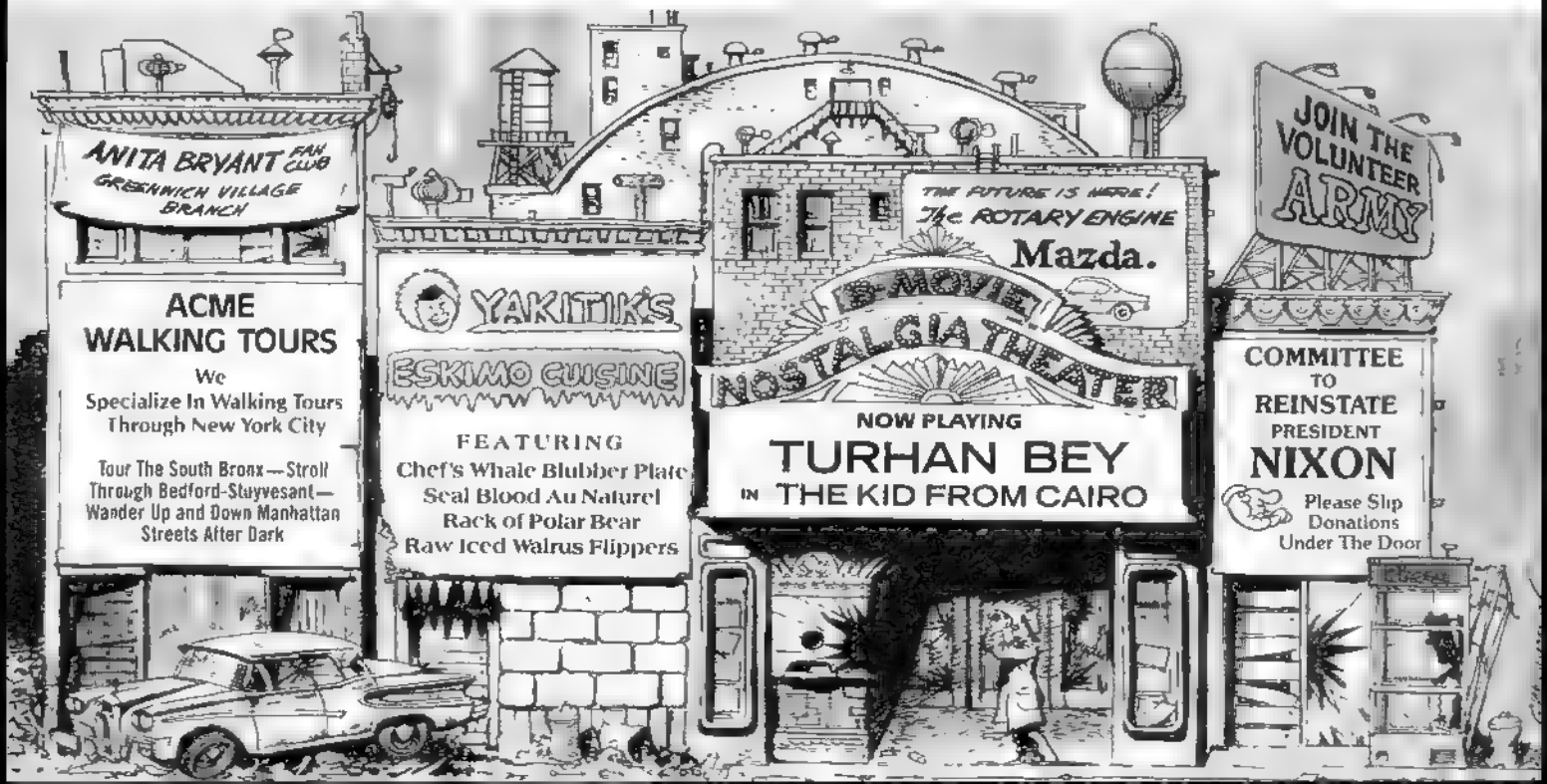


to open up a business, chances are it would be a flop. Then what? What happens to all those businesses that go under? Well, we did some research and discovered that all those enterprises that start with hope and end with failure wind up on

F BROKEN DREAMS

WRITER STAN HART





On the 12th Day of Christmas,
My true love sent to me—
12 Drummers drumming,
11 Pipers piping,
10 Lords a-leaping,
9 Ladies dancing,
8 Maids a-milking,
7 Swans a-swimming,
6 Geese a-laying,
5 Golden Rings,
4 Calling Birds,
3 French Hens,
2 Turtle Doves,
And a Partridge in a Pear Tree.

At the left is the final chorus of "The Twelve Days Of Christmas"... which was some ancient songwriter's idea of how to impress his sweetie over the Holidays. But times have changed... and we've been wondering what would happen if some gal got these gifts today. MAD now takes a look at what the reaction would be

If Someone "The Twe

On The First Day...

Carol Yule 1 Holly Street New York, N.Y.

December 25, 1978

Dearest Marvin,

Thank you ever so much for the fabulous present. It's really the most fun gift I've ever been given.

The partridge is so cute, and he just adores his pear tree. Of course, they do sort of dominate my one-room apartment, but I'll make do, even if it does mean putting one of my armchairs in storage.

But I love your gift—I really do!

All my love,
Carol

On The Second Day...

Carol Yule 1 Holly Street New York, N.Y.

December 26, 1978

Dear Marvin,

Another present! What a surprise!

Now, Marvin honey, don't think I'm not appreciative, but really, sweetie, two turtle doves flying around an apartment can really make a mess.

Remember my red carpet? It's now two-toned. I know your heart's in the right place, but don't you think the partridge would have been enough for one Christmas?

Love,
Carol

On The Fifth Day...

Carol Yule 1 Holly Street New York, N.Y.

December 29, 1978

Dear Big Sport!

When I got the five "golden" rings, I figured you were finally coming around to your senses by giving me something I could use.

Naturally, I was wrong. Five minutes after putting them on, my fingers turned green.

Marvin, you are the pits! One more gift and I get tough!

On The Sixth Day...

Quigley, Farquahr, Gribble and Stubbs
Attorneys at Law
200 West 57th Street, New York, N.Y.

December 30, 1978

Mr. Marvin Truelove
12 St. Nicholas Ave
New York, N.Y

Dear Mr. Truelove

My client, Ms. Carol Yule, has instructed me to hereby order you to cease at once the sending of geese, hens, doves, birds or gifts of any kind to her

Should you fail to comply with this order, We have no course but to take immediate legal action

Very truly yours,
Elbert Gribble
Elbert Gribble

EG/vm

Today Received Those Gifts On

Ive Days Of Christmas"

WRITER: FRANK JACOBS
WITH BILLY DOHERTY

On The Third Day...

Carol Yule **1 Holly Street** **New York, N.Y.**

December 27, 1978

Marvin—

If your latest gift is your way of telling me you're for the birds, then you've succeeded!

Did you know that French hens can't be domesticated and that their deadliest enemies are turtle doves and partridges? Did you also know I've got a cleaning bill of over $200 for the blood and feathers? Did you also know I'm now known throughout my building as "that crazy bird lady?"

No more! Please!

Carol

On The Fourth Day...

Carol Yule **1 Holly Street** **New York, N.Y.**

December 28, 1978

MARVIN!!

Let me tell you about Calling Birds! THEY CALL TO EACH OTHER! MORNING, NOON AND NIGHT! 24 HOURS A DAY! NON-STOP!

Thanks to you, I'm now on tranquilizers and wearing ear-plugs! Needless to say, I've stopped entertaining. Parties just don't make it in a bird sanctuary.

Now PLEASE!! BUG OFF WITH THE GIFTS!!!

Carol

On The Seventh Day...

Myron Schmeer
1 Holly Street
New York, N.Y.

December 31, 1978

Dear Mr. Truelove:

I am the downstairs neighbor of Carol Yule, and she has told me to send this bill to you.

For water damage to my apartment and possessions following flooding caused by seven swans overflowing upstairs bathtub.

—$3,500 00

Please remit at once! Myron Schmeer

Myron Schmeer

On The Eighth Day...

THE CITY OF NEW YORK
Department of Housing

ORDER TO REMOVE VIOLATIONS

Form X-56

January 1, 1979

To: Ms. Carol Yule
1 Holly Street
New York, N.Y

You are hereby ordered to take immediate steps to remove the following violation(s) as specified under Section 4, Paragraphs 5 and 14, of the Residential Zoning Law which state(s):

"No dairy farm or establishment providing milk produce may be permitted in a multi-unit dwelling."
"No zoo or aviary may be permitted in a multi-unit dwelling."

A.B. McChesney
Asst. Director
Dept. of Housing

Marvin!
See what you've done!

On The Ninth Day...

Police Department of the City of New York

SUMMONS

DATE: Jan.2, 1979

Ms. Carol Yule
1 Holly Street
New York, N.Y.

By oder of the Police Commissioner, you are hereby ordered to appear at Civil Court to answer the following charge(s):

1. Operating a cabaret with nine dancers without a licence.

2. Using a private residence as a wildlife preserve.

Failure to comply with this summons will result in your arrest.

Marvin!!! For God's sake—STOP!

On The Tenth Day...

Acme Realty Corporation
245 East 42nd Street
New York, N.Y.

January 3rd, 1978

Ms. Carol Yule
1 Holly Street
New York, N.Y.

Dear Ms. Yule:

It has come to our attention that you are in violation of the terms of your lease in our building at 1 Holly Street. In the aforementioned lease, you agreed that you would be the only person living in your apartment and also that you would keep no pets. According to complaints by other tenants, you are now sharing your apartment with 10 leaping men, 9 dancing women and 8 milkmaids with cows. In addition there are reports of various numbers of swans, geese and other birds on the premises. We have no choice but to evict you at the end of this month.

Marvin!!!! I'M AT THE END OF MY ROPE!

Very truly yours,
F.C. Sweedle
F.C. Sweedle
Manager of Rentals

On The Eleventh Day...

HARLEY STAGMIRE, M.D.
Stagmire Clinic
234 East 66th St. New York, N.Y.

January 4, 1979

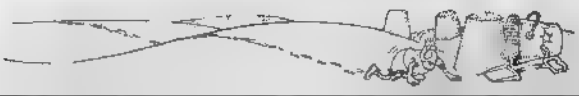
Dear Mr. Truelove

I feel it is my duty as a psychiatrist to warn you that your actions toward my patient, Ms. Carol Yule, are causing her great mental anguish and bringing on severe traumas

She came to me today in a hysterical condition, screaming uncontrollably about "eleven pipers piping," followed by other complaints I could not make out.

I learned from her that you are responsible for her condition, which may require her to be committed to a mental institution. For her good, I must insist that you remain completely out of her life.

Sincerely,
Harley Stagmire, M.D.



On The Twelfth Day...

Quigley, Farquahr, Gribble and Stubbs
Attorneys at Law
200 West 57th Street. New York, N.Y.

Mr. Martin Truelove
12, St. Nicholas Ave.
New York, N.Y.

January 5th, 1979

Dear Mr. Truelove·

I regret to inform you that Ms. Carol Yule Took her own life today In her suicide note, she stated that she wished to repay you for all the things you have done for her.

Therefore, I am obeying her last wishes by sending to your apartment the following of her personal possessions·

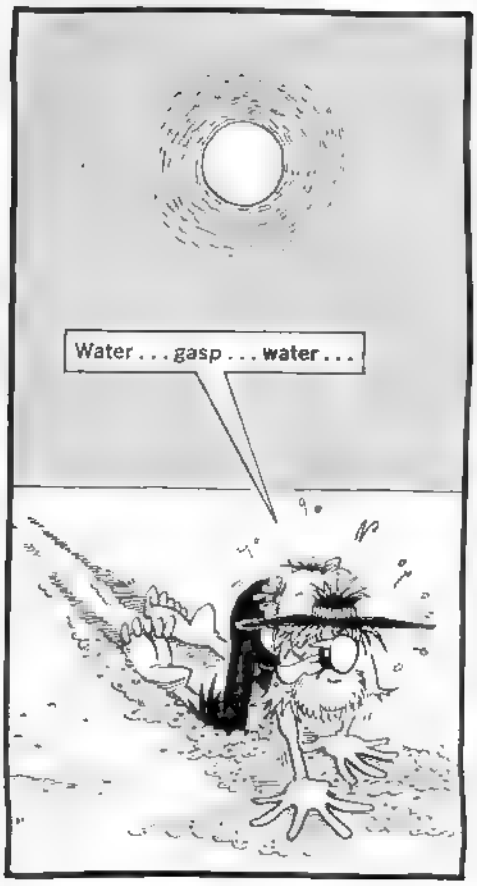
12 Drummers drumming,
11 Pipers piping,
10 Lords a-leaping,
9 Ladies dancing,
8 Maids a-milking,
7 Swans a-swimming,
6 Geese a-laying,
5 Golden Rings,
4 Calling Birds,
3 French Hens,
2 Turtle Doves
and a Partridge in a Pear Tree

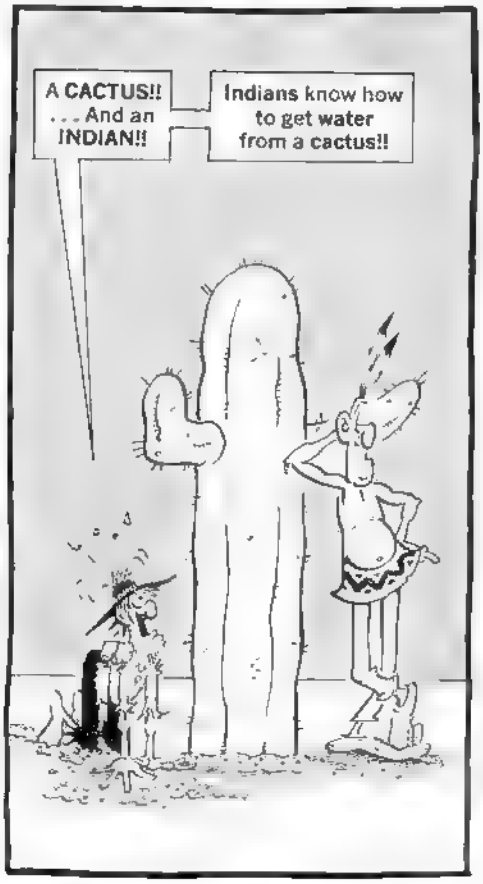
Sincerely,
Elbert Quille

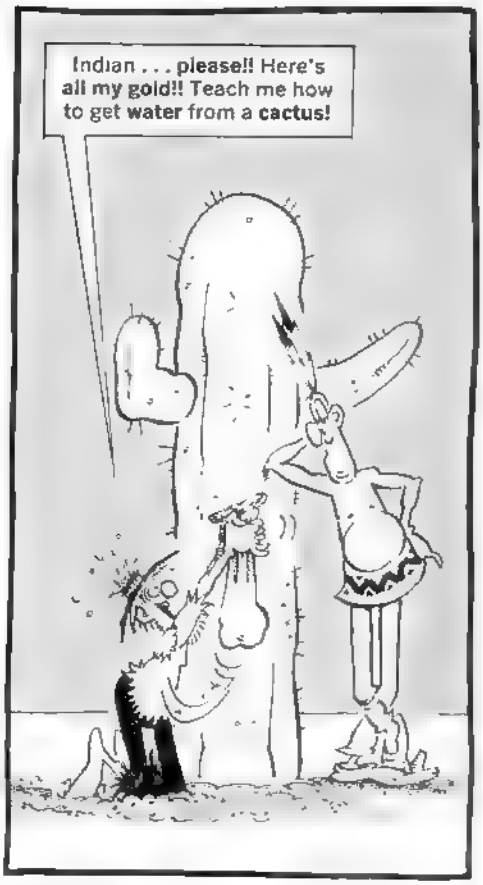
EG/vm

DON MARTIN DEPT. PART II

ONE HOT AFTERNOON IN THE AMERICAN DESERT







TWO'S COMPANY, WE'S A CROWD DEPT.

Now that the first successful "cloning" of a human being has been reported in a recent book, MAD foresees big trouble! Because anyone with an inflated ego (and a wallet to match) can have himself "cloned." And what a mess that will be! We'll show you what we mean with these...

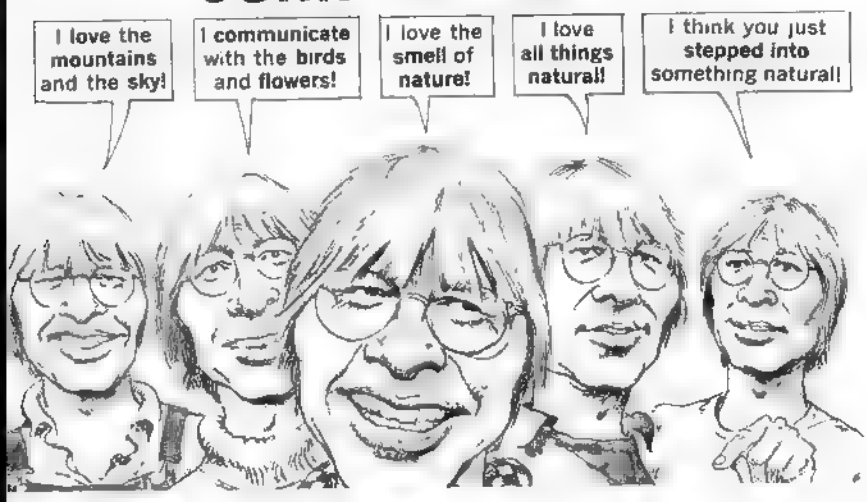
CLONES O

RICHARD NIXON

KAREEM ABD

ARTIST: HARRY NORTH, ESQ

JOHN DENVER



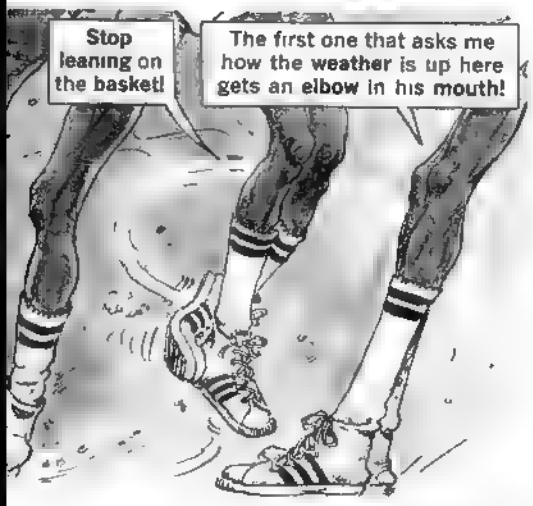
IDI AMIN

HENRY KISSINGER

JOHN TR

F THE FUTURE

UL-JABBAR



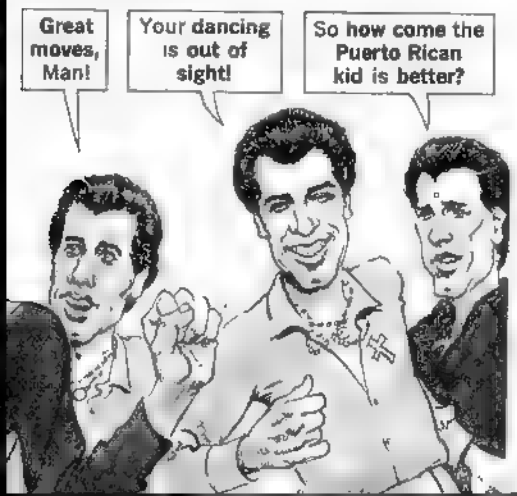
JOHNNY CARSON

WRITER: PAUL PETER PORGES

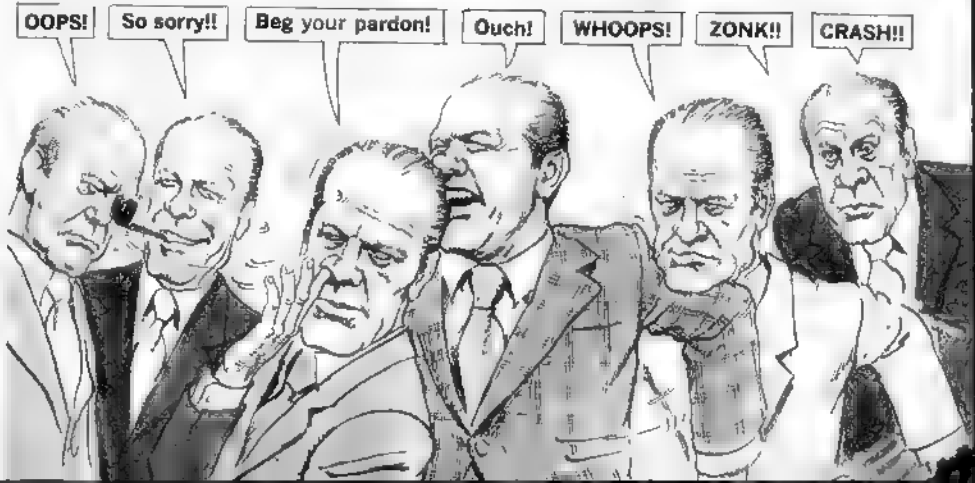
DADA

WOODY ALLEN

AVOLTA



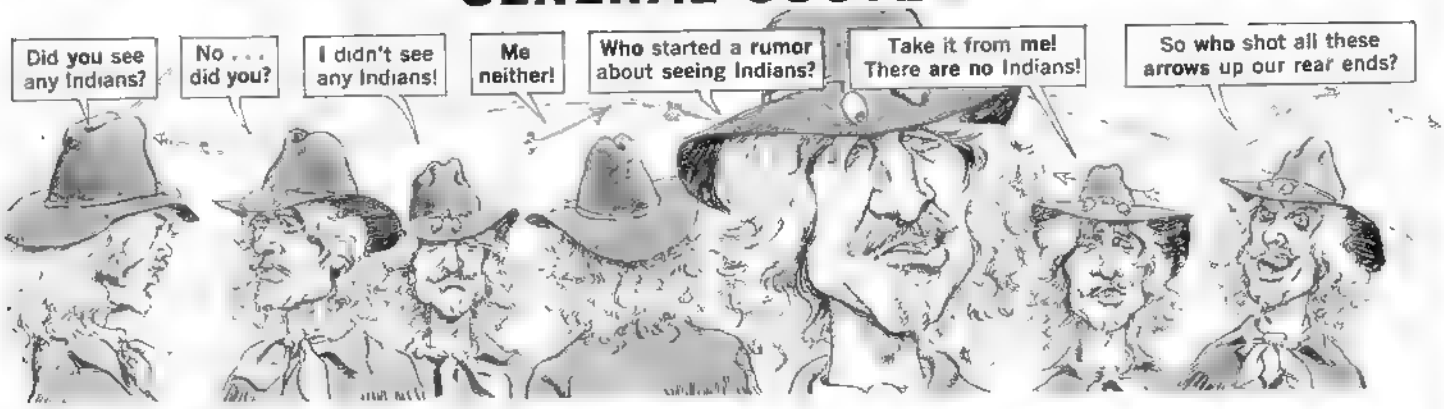
JERRY FORD



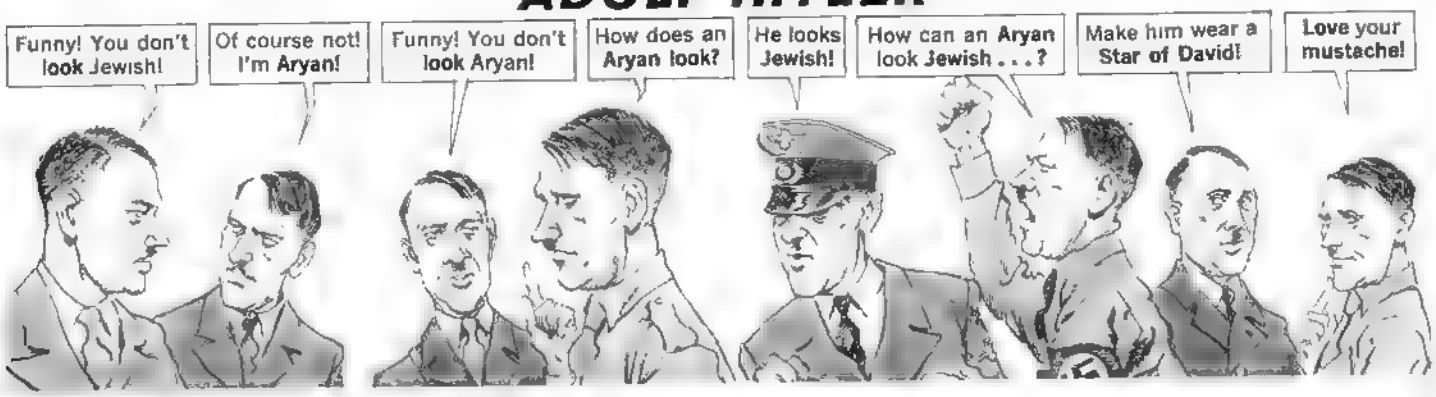
We're lucky cloning is a recent development! We might have suffered with these

CLONES OF THE PAST

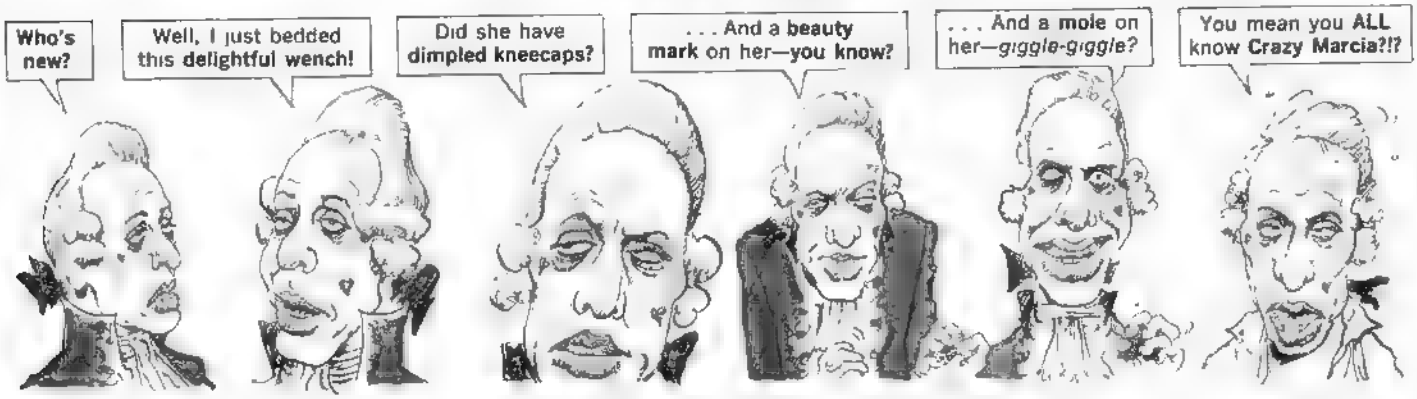
GENERAL CUSTER



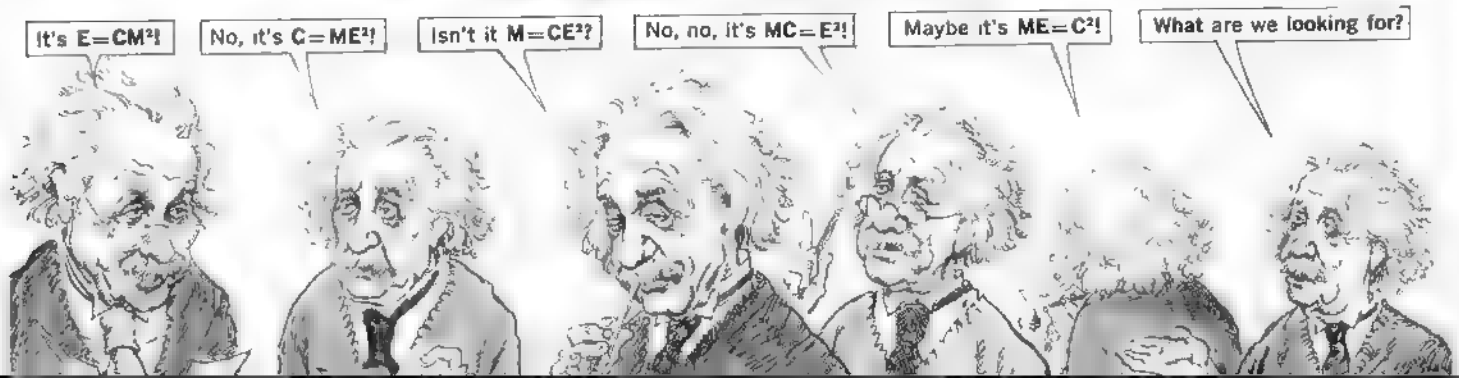
ADOLF HITLER



CASANOVA



ALBERT EINSTEIN

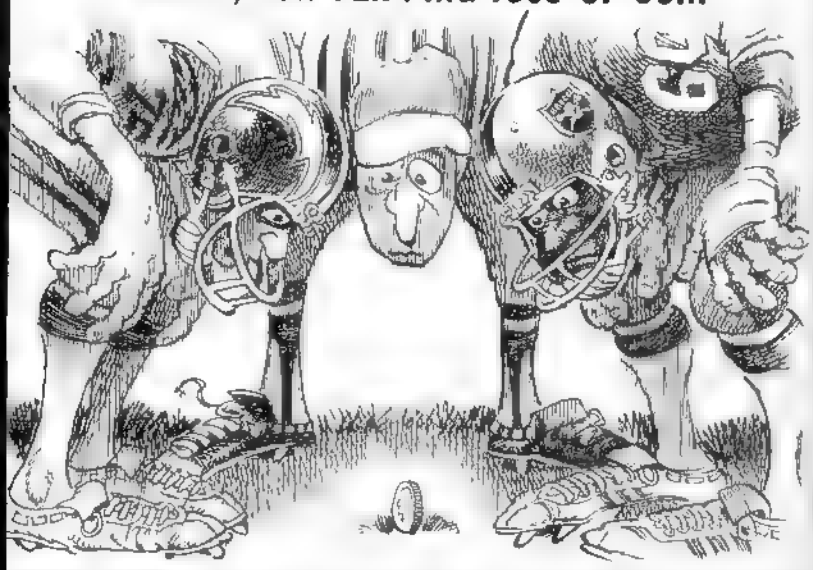


FUN IN GAMES DEPT.

MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

ARTIST: JACK DAVIS WRITER: PAUL PETER PORGES

LOADED, NON-FLIPPING TOSS-UP COIN

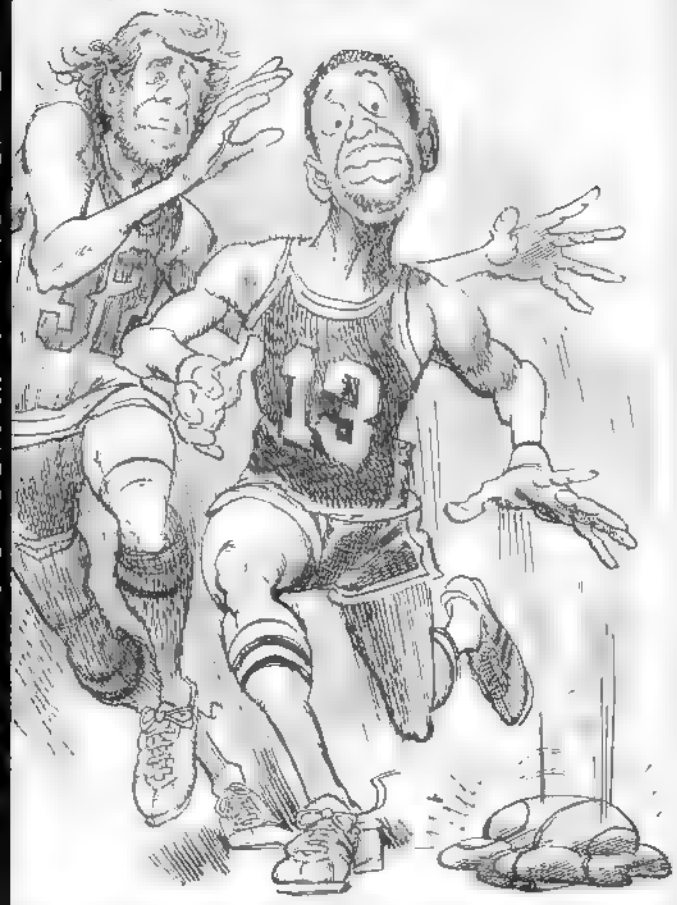


SILLY-PUTTY HOCKEY PUCK

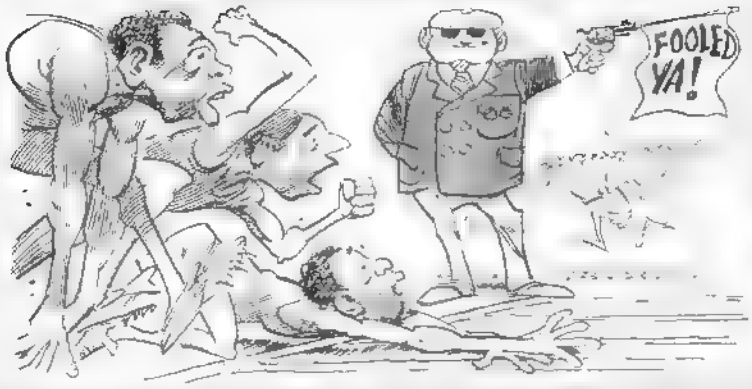
FUNNY FALSE TEETH MOUTHPIECE

SHREDDING CHEERLEADER POM-POMS

NON-BOUNCING BASKETBALL

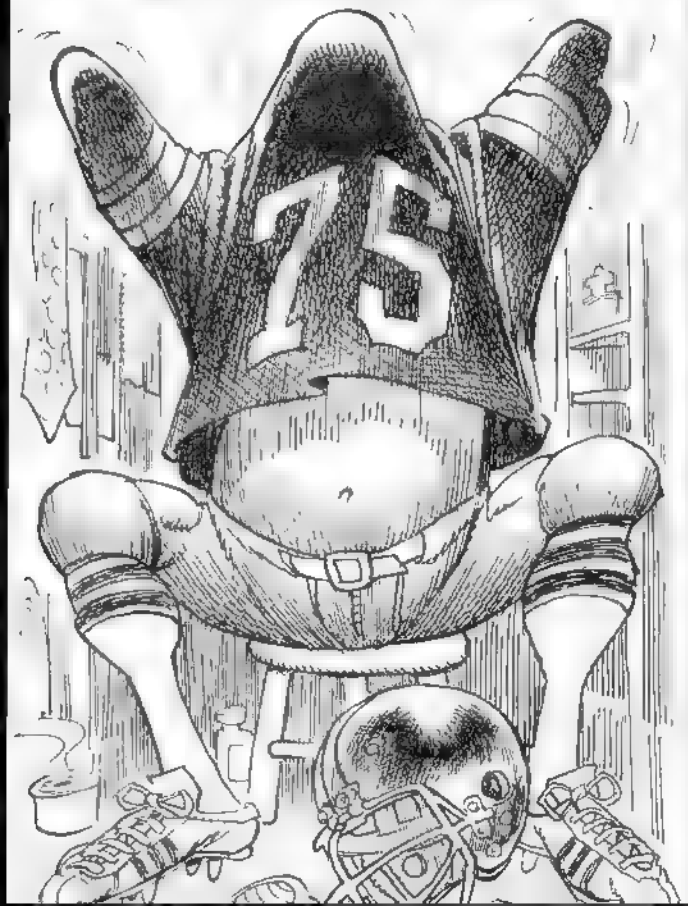


TRICK STARTER GUN



HUMOROUS PIT-STOP FLASH CARDS

NO-EXIT FOOTBALL JERSEY

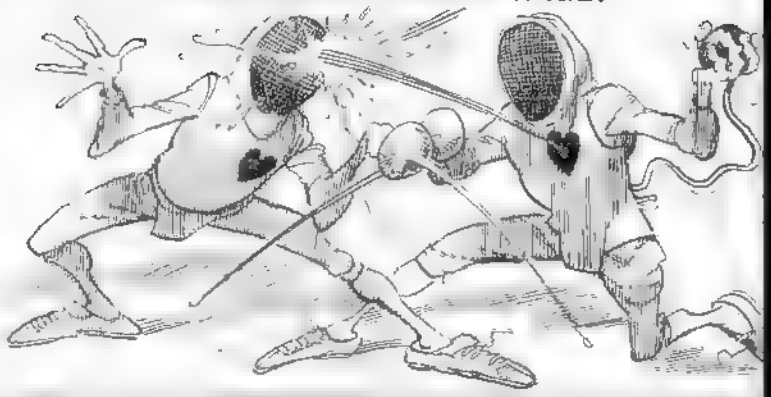


BLACK-SPOT FAKE GOLF HOLE

REFEREE'S SOAP BUBBLE WHISTLE

COLLAPSABLE POLE VAULT POLE

SQUIRTING FENCING TARGET



EXPLODING RELAY BATON

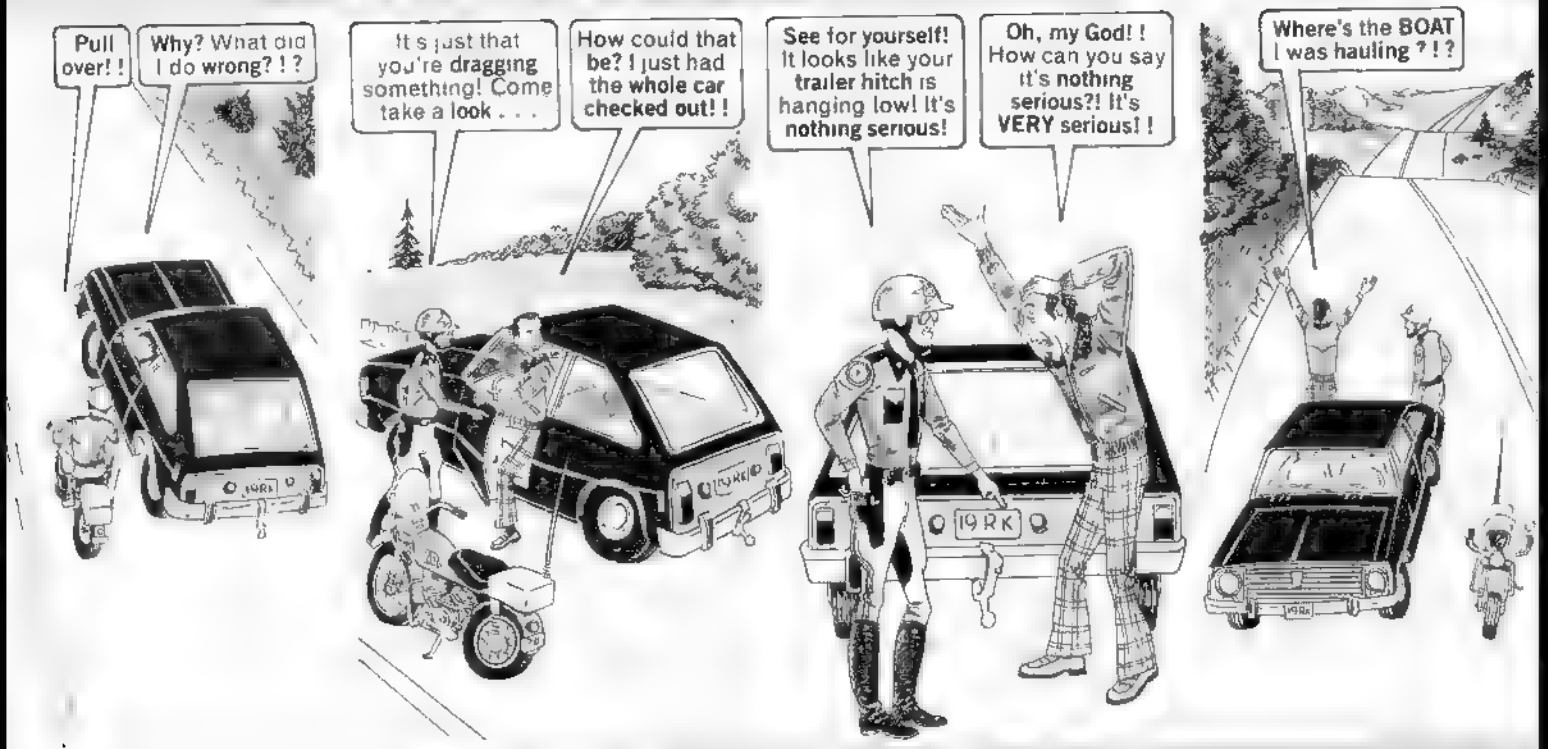
FAKE BASKET-STUFFER'S FINGERS

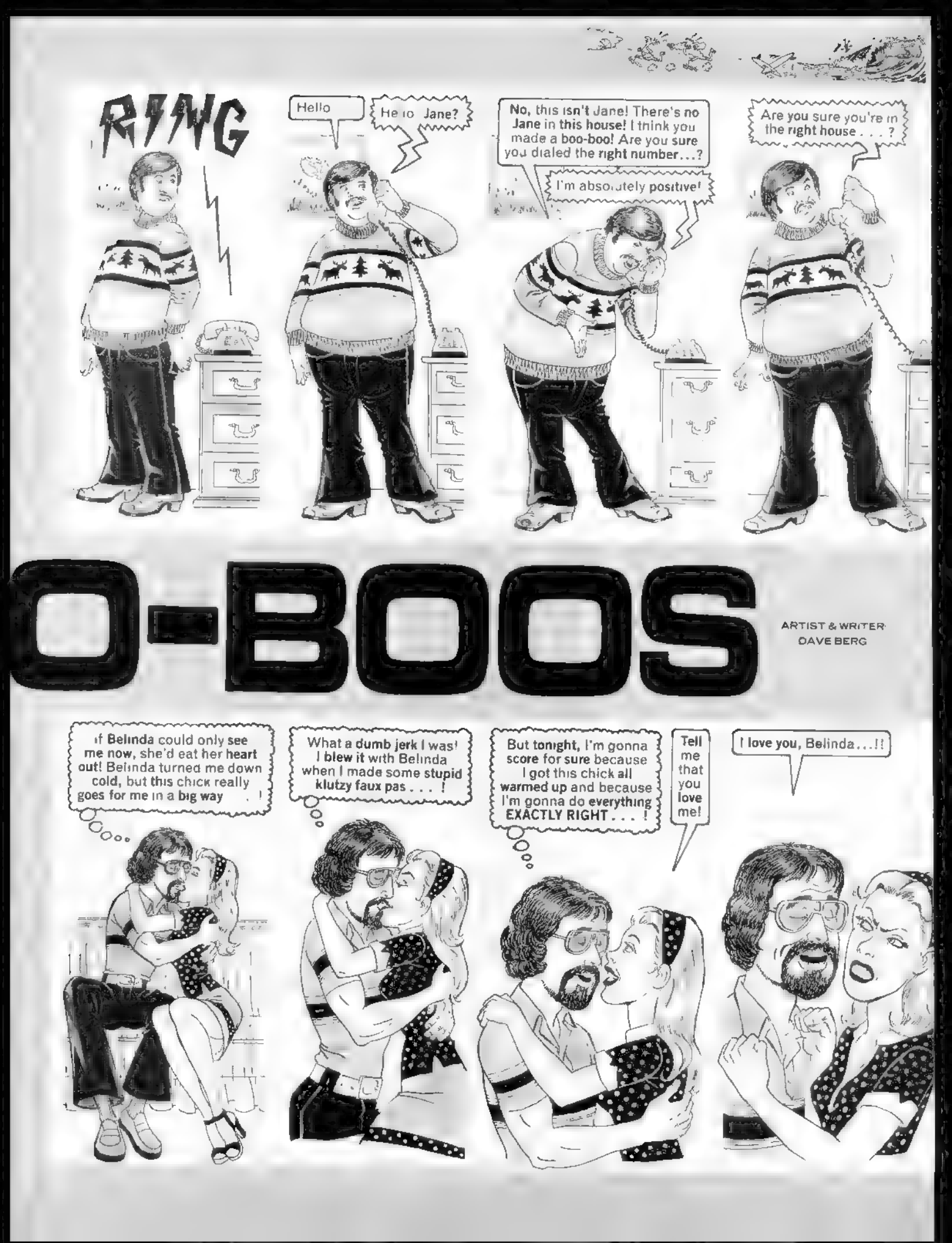
DOUBLE-SHPRITZ SQUEEZE WATER BOTTLE

WHOOPEE CUSHION SECOND BASE

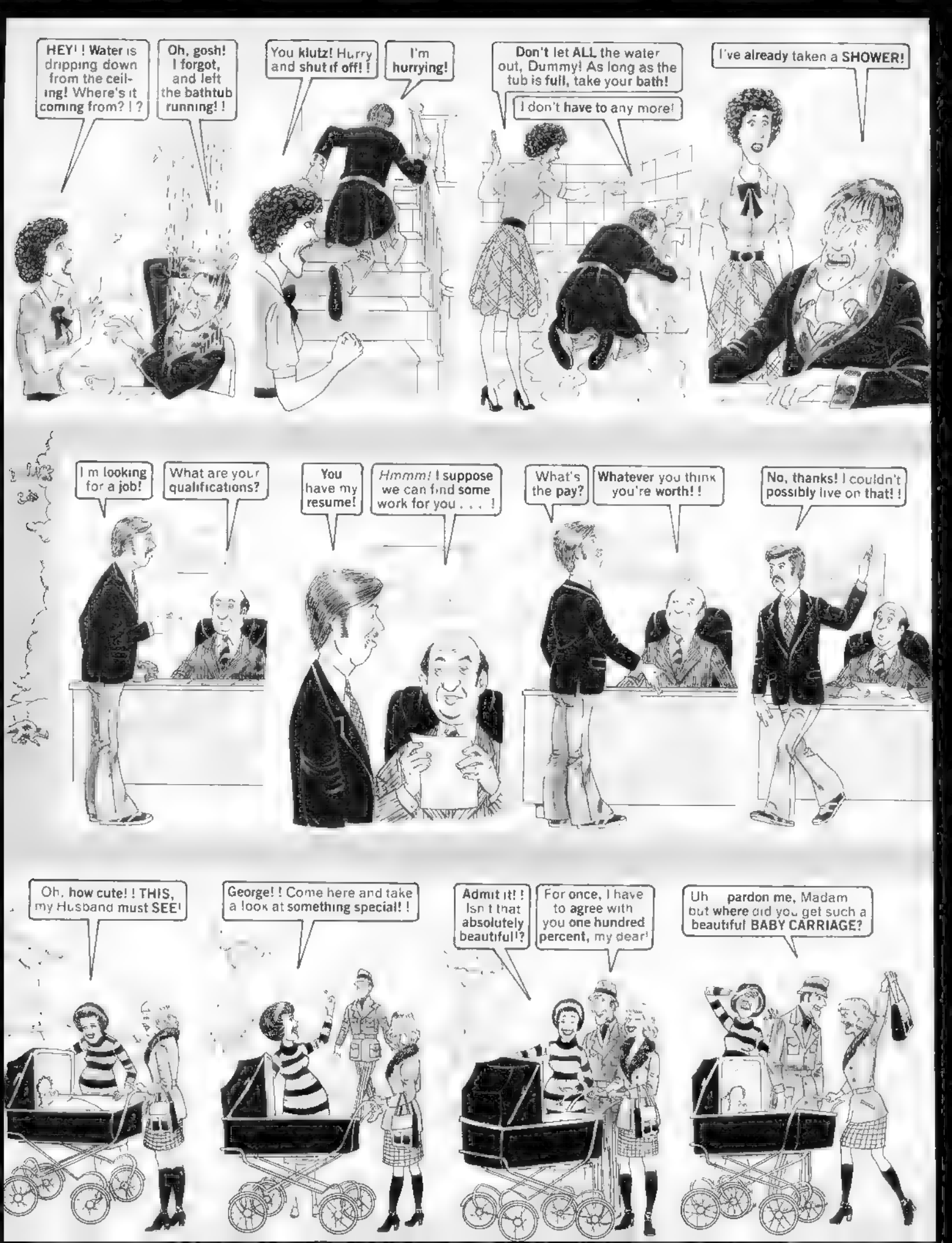
BERG'S-EYE VIEW DEPT.

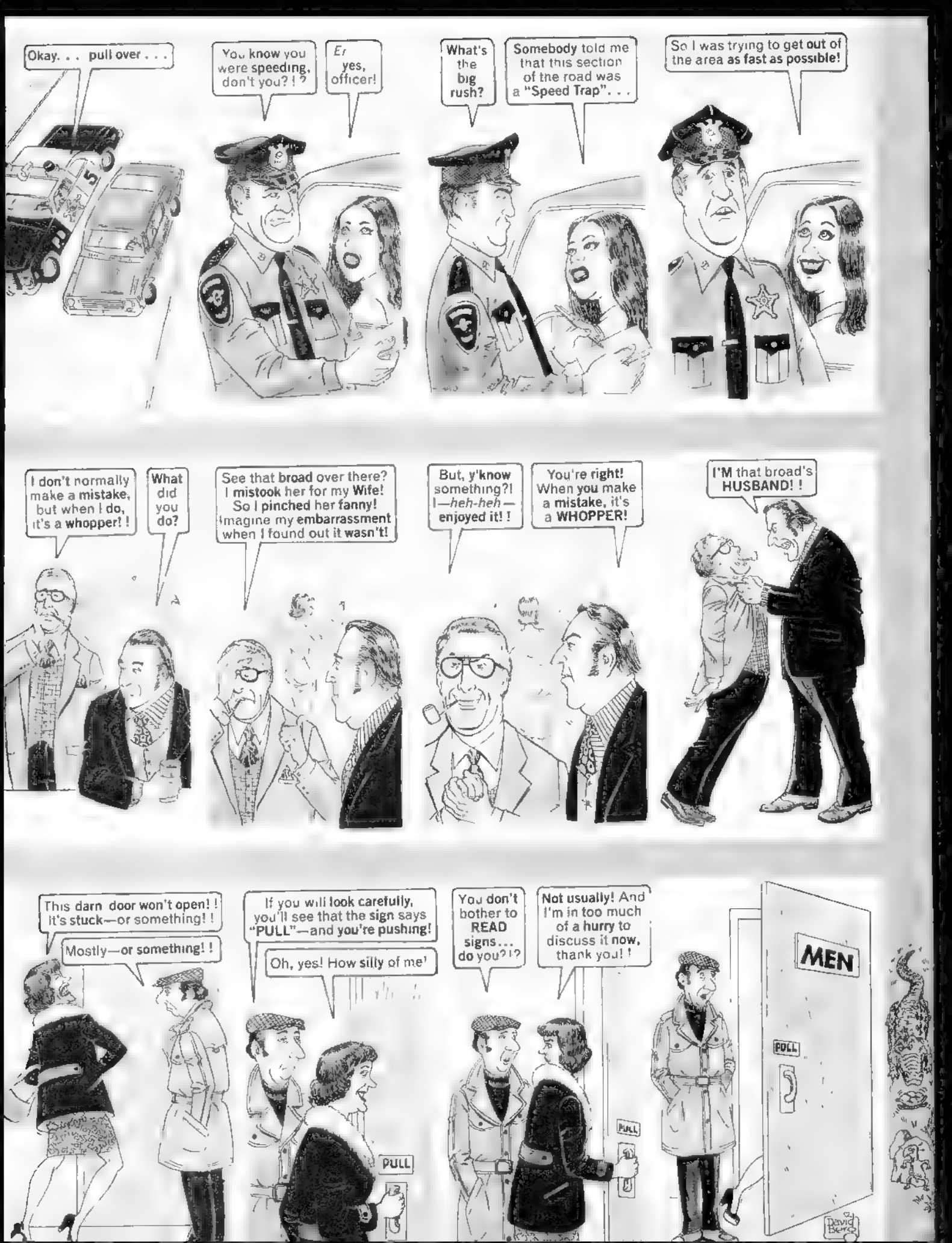
THE LIGHTER SIDE OF... BO




RING
Hello
Hello Jane?
No, this isn't Jane! There's no Jane in this house! I think you made a boo-boo! Are you sure you dialed the right number...?
I'm absolutely positive!
Are you sure you're in the right house . . . ?
O-BOOS
ARTIST & WRITER
DAVE BERG
If Belinda could only see me now, she'd eat her heart out! Belinda turned me down cold, but this chick really goes for me in a big way . . . !
What a dumb jerk I was! I blew it with Belinda when I made some stupid klutzy faux pas . . . !
But tonight, I'm gonna score for sure because I got this chick all warmed up and because I'm gonna do everything EXACTLY RIGHT . . . !
Tell me that you love me!
I love you, Belinda...!!

What are you doing on your hands and knees?
I lost something!
You're ALWAYS losing something! What is it THIS time? ! ?
Oh, you remember my new gloves?
But I gave you a special box to keep those things in! So you've lost your new gloves? ! ?
No, I know where my new gloves are! They're in the box!
It's the BOX I can't FIND!
All right, Class! Pass your homework up front!
Thanks for letting me copy your homework, Bruce, baby! Teach' said if I missed one more assignment, she would flunk me sure!
That's okay, Jimmy, boy! I just hope you didn't copy it EXACTLY!
You bet I did! I copied everything as is! And I do mean EVERYTHING!
How come I have NO homework assignment from JIMMY . . . and TWO homeworks from BRUCE?!?
I told you to get RID of that dog!
I DID!
So how come he's STILL HERE! ?
I dragged him five miles out of town . . . and left him there!
FINE! ! So how come he's STILL HERE? !
Because I got lost! !
And if I hadn't followed him home, I'd STILL be lost!


HEY! ! Water is dripping down from the ceiling! Where's it coming from? ! ?
Oh, gosh! I forgot, and left the bathtub running! !
You klutz! Hurry and shut it off! !
I'm hurrying!
Don't let ALL the water out, Dummy! As long as the tub is full, take your bath!
I don't have to any more!
I've already taken a SHOWER!
I'm looking for a job!
What are your qualifications?
You have my resume!
Hmmm! I suppose we can find some work for you . . . !
What's the pay?
Whatever you think you're worth! !
No, thanks! I couldn't possibly live on that! !
Oh, how cute! ! THIS, my Husband must SEE!
George! ! Come here and take a look at something special! !
Admit it! ! Isn't that absolutely beautiful!?
For once, I have to agree with you one hundred percent, my dear!
Uh pardon me, Madam but where did you get such a beautiful BABY CARRIAGE?


Okay. . . pull over . . .
You know you were speeding, don't you?!?
Er yes, officer!
What's the big rush?
Somebody told me that this section of the road was a "Speed Trap". . .
So I was trying to get out of the area as fast as possible!
I don't normally make a mistake, but when I do, it's a whopper!!
What did you do?
See that broad over there? I mistook her for my Wife! So I pinched her fanny! Imagine my embarrassment when I found out it wasn't!
But, y'know something?! I—heh-heh—enjoyed it!!
You're right! When you make a mistake, it's a WHOPPER!
I'M that broad's HUSBAND!!
This darn door won't open!! It's stuck—or something!!
Mostly—or something!!
If you will look carefully, you'll see that the sign says "PULL"—and you're pushing!
Oh, yes! How silly of me!
PULL
You don't bother to READ signs... do you?!?
Not usually! And I'm in too much of a hurry to discuss it now, thank you!!
PULL
MEN
PULL
David Berg

NOVEL-TEASE DEPT.

We're all accustomed to seeing "gimmick" gift items in busy stores during the Christmas holiday season, when frantic shoppers will buy anything. In recent years, we have been pressured to buy such newly introduced wonders as portable doughnut makers, one-patty-at-a-time hamburger cookers and similar gadgets that we're told make wonderful gifts, even though we wouldn't want 'em for ourselves. Since retailers only put these semi-useless new gimmicks on sale at Christmas, it is because they know our sales resistance will be low. MAD now lets you peek into a wholesaler's private catalogue and become the first on your block to see

A PREVIEW OF THIS YEAR'S "GIMMICK" CHRISTMAS GIFTS

ARTIST: BOB CLARKE WRITER: TOM KOCH

ELECTRIC TAFFY APPLE OUTFIT will provide fun-filled winter evenings for the whole fam ly. Insulated heating bowl warms home-made taffy (not included) to a liquid state without dirtying Mother's pots or pans. A full year's supply of pointy sticks is included for dipping apples (not included) into molten taffy. Sure to be a fast selling holiday gift item, so order plenty at only **$54 per dozen**

ULTRA-SLOW COOKER can be set to take as long as three weeks to prepare a medium-size pot roast with vegetables. Potential buyers quickly see how patented "Barely Warm" temperature setting is ideal for letting food simmer while they travel to Yellowstone Park, undergo surgery or take an intensive course in ballroom dancing. Also great for dedicated energy squanderers who like to use $12 worth of electricity to cook one meal. These wholesale to you at **$155 per dozen.**

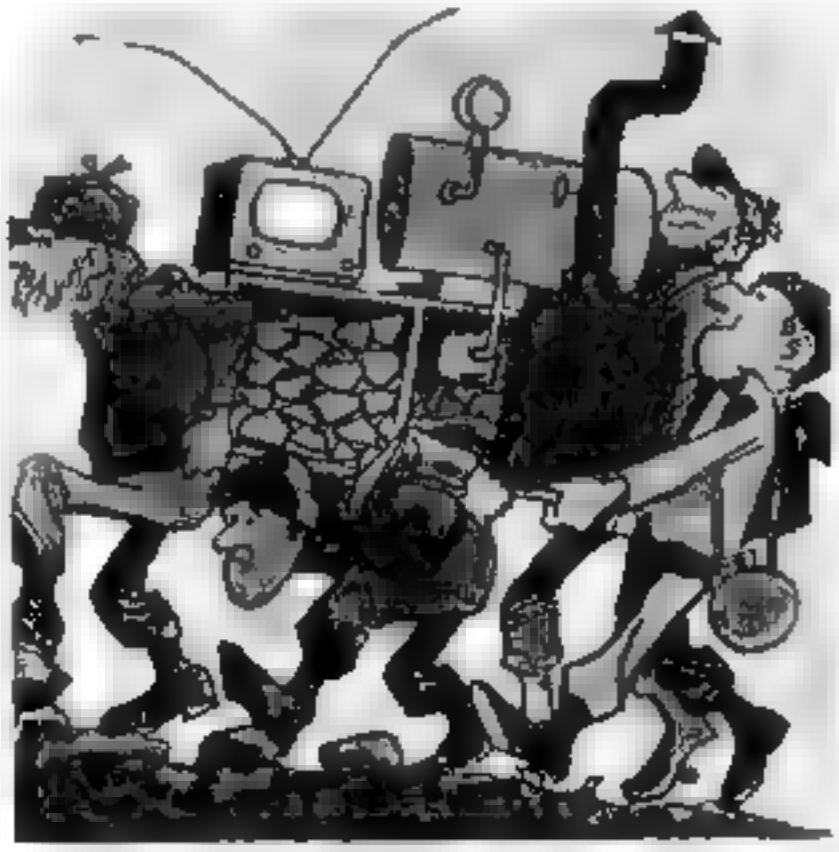
DUAL PURPOSE DOUGHNUT MAKER AND HOT DOG BUN STEAMER combines our two poorest selling electric appliances of the 1977 Xmas season. We're hoping this new version has brighter sales prospects since it not only makes doughnuts and steams buns, but also adjusts at the flick of a switch to make steamy doughnuts. Individually, these items wholesaled at **$8.50** and **$6.75.** Combined, they're now offered at an amazing **$21.69.**

BRASS-PLATED MOP BUCKET WITH PERSONALIZED MONOGRAM solves the annual problem of what to give those hard-to-shop-for people on every list, including mother, sweetheart and office charwoman. Has miraculous foot-operated wringer to reduce backache while it also prevents soapy drippage. Easy stick-on monogram is enclosed within a heart to symbolize the giver's true devotion. Wholesales at **$11 per unit.**

CLEAR ACRYLIC ICE BUCKET COMES WITH HANDY FLOODLIGHT ATTACHMENT that facilitates finding ice cubes in the dark. A valuable accessory for use during power blackouts or at late-night summer lawn parties. Comes equipped with 1,000-candlepower floodlight bulb that conveniently illuminates the ice bucket at distances up to three miles. Discount price to you: **$48.** (Add **$1.50** extra for outdoor bug repellent bulb.)

TENNIS SWEAT BAND WITH ATTACHED "TOASTI-STONE" EAR MUFFS lets lovers of the racquet sport enjoy outdoor play in even coldest winter weather. Ear muffs are fashioned of porous volcanic rock to combine lightweight comfort with heat-holding warmth when muffs are left in a 450° oven until game time. Tough, brain squeezing elastic makes sweat band fit all head sizes. A nice stocking stuffer that wholesales at only $18 per dozen

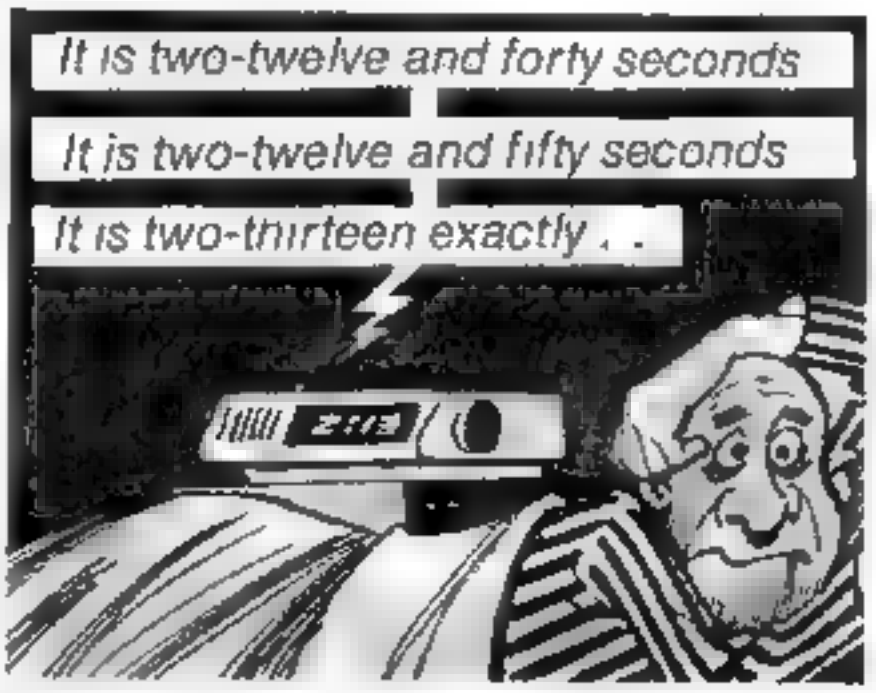
HOME X-RAY MACHINE THAT REALLY WORKS is this year's top new educational toy. Portable unit is the perfect size to x-ray hands, feet, ears and other small parts of the body. Comes with blank plates and lead apron for the machine operator that insures safety from harmful radiation for all except those being x-rayed **$6,000** per unit at East Coast port of entry



STEAM POWERED PORTABLE TV SET makes a thoughtful gift for those avid skiers, outdoorsmen and lost joggers on everyone's shopping list. Lucky owner just fires up the attached boiler to bring in a clear black-and-white picture in remote areas where electricity is not available. Weighs only 230 pounds for easy toting by four grown men. Set comes with UHF antenna and a cord of firewood for **$395.**

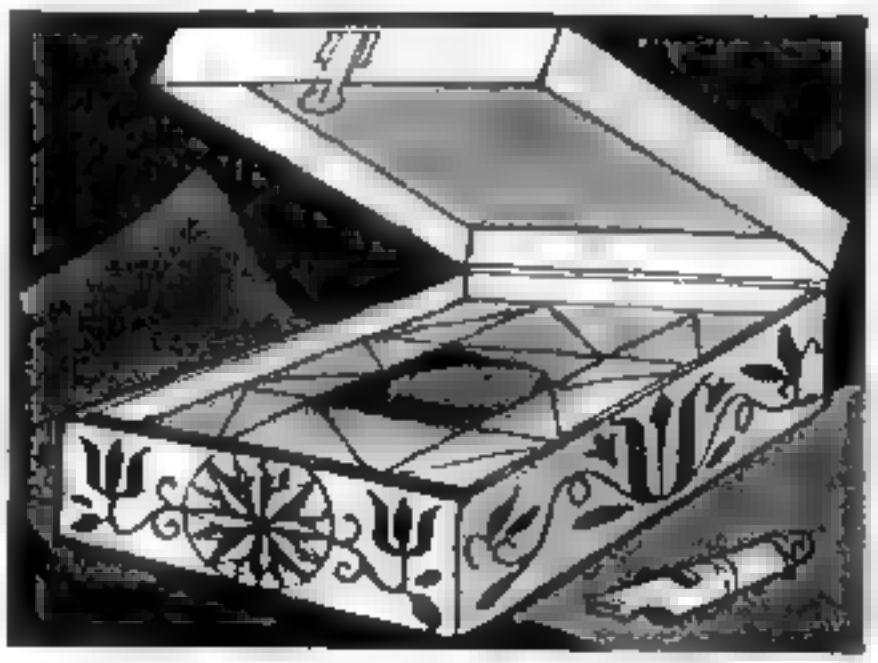
PLAYING NEWLY INVENTED "COMPUTER POKER"* lets compulsive gamblers practice losing large sums of money. Player deals cards to himself, and then matches wits with an electronic opponent that is programmed to beat him 997 times out of 1,000. Great fun for those masochists on every gift list who secretly want to lose because they know they're worthless human beings. Only **$550 each**, complete with Instant Debt Recorder.

NOVEL NEW AUDIO-CLOCK ends worries of oversleeping by announcing the time in a firm, clear voice every ten seconds through the night. No dials or digits to squint at in darkened bedroom as reliable casette plays for 24 hours before tape must be rewound. A major discovery in time keeping that may impress your customers enough to keep them from realizing that the voice cannot be silenced without unplugging the clock. Available in your choice of time zones (except Mountain Daylight) at **$24 each**

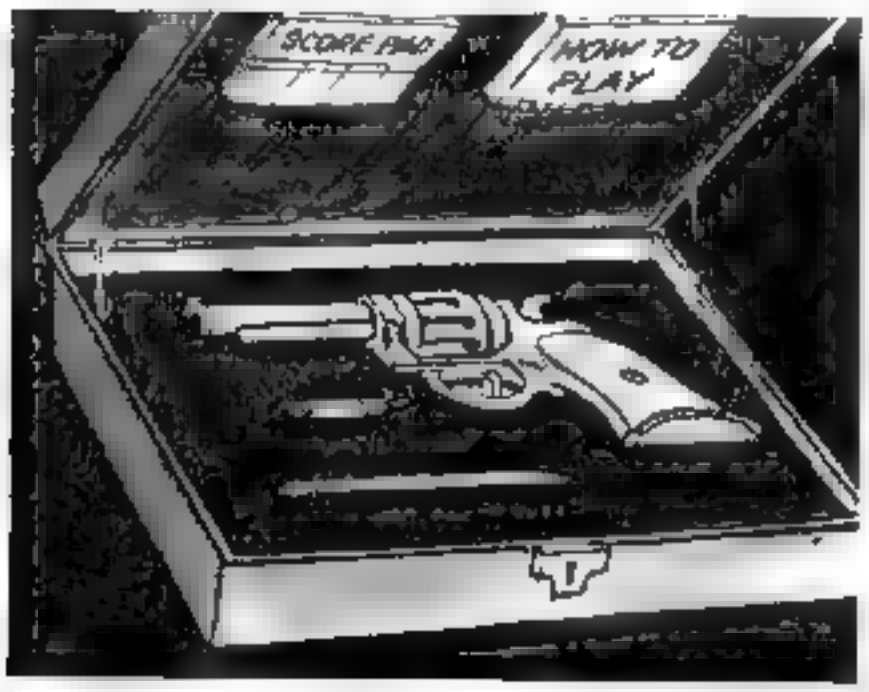


SENSATIONAL NEW "KNOCKOUT" BOXING GLOVE gives sports fans a rare chance to experience the best blows of history's top punchers. Wall mounted device has adjustable coiled spring mechanism that lets the user increase power of jabs until he finds the one that knocks him senseless. Sturdily built to withstand repeated pounding on hardest human facial bones. Available in bright holiday gift box at only **$14 each.**

DELUXE CHEESE ASSORTMENT WITH ACCOMPANYING DOG WHISTLE is packaged in a colorful Pennsylvania Dutch file box that can be used for storing Mom's recipes long after the cheese is eaten and the dog is dead. Cheese sample contains ten ounces each of cheddar, longhorn and provolone. High pitched whistle for calling dog while enjoying cheese is inaudible to the human ear. Only **$345** per **gross** complete

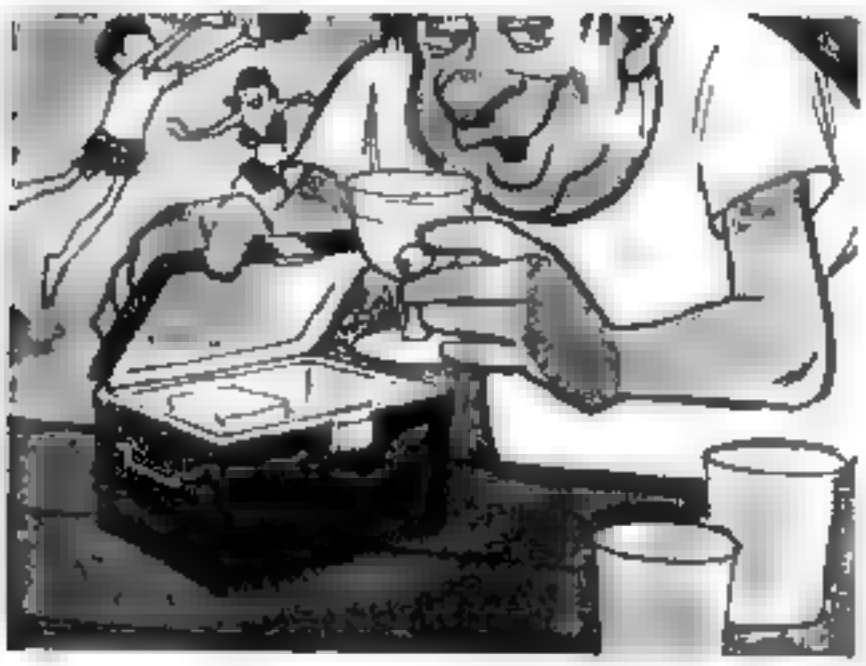


GLAZED BRUSSELS SPROUTS GIFT BOX. Last year's bumper crop coupled with customary small demand makes this unusual item possible. Desperate farmers have preserved their unsalable surplus by glazing the vegetables with a surgary coating. Result: a handsome, decorative gift pack that looks good enough to eat, but isn't. Put up in woven wicker containers that average 12 sprouts to a box. **$45 per dozen boxes.**

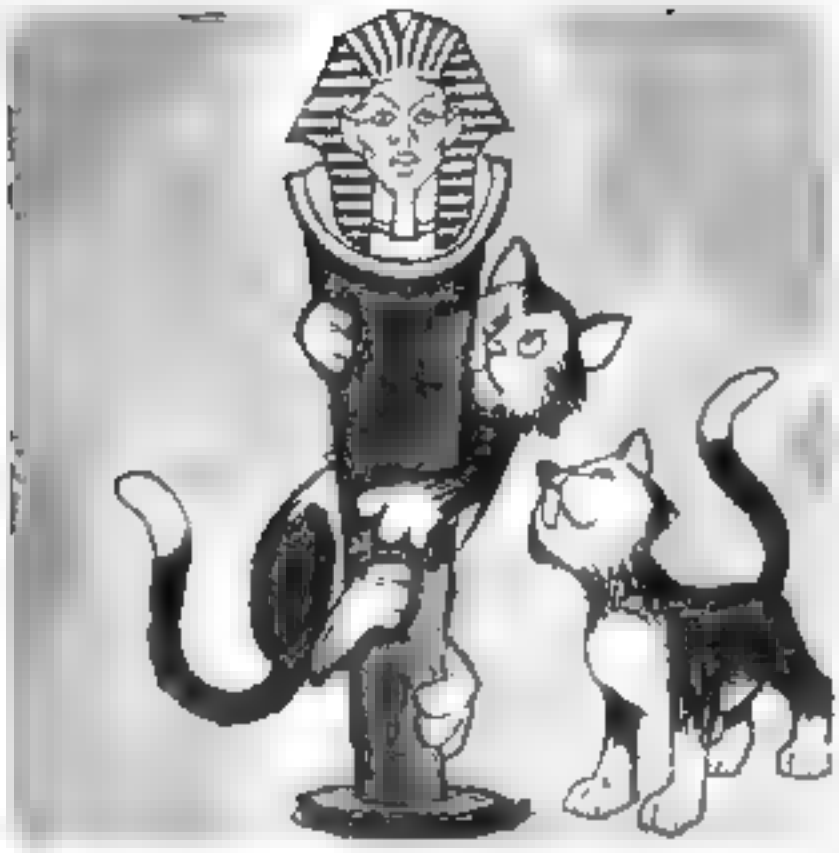


DELUXE "RUSSIAN ROULETTE" GAME SET comes in handsome, leather-like vinyl travel case. Contains everything the gift recipient needs to participate in this all-time favorite macho sport, including six-shot revolver, one bullet, rule book, score pad and pencil. Most available sets are new, but a few have been used only once. **$125 per set.** (Specify calfskin or suede case, and pearl handle or nickel-plated revolver.)

TABLE-TOP CORN-ON-THE-COB-WARMER is cunningly fashioned to hold a single ear, and plug in right at the dinner table. Holiday gift shoppers can quickly be made to see why it's old fashioned to boil a whole pot of water on the kitchen stove to cook corn-on-the-cob when it can be done an ear at a time in the dining room while guests are very slowly enjoying the other courses of their meal. Bargain priced at **$240 per half gross.**



MICRO-MINI PICNIC ICE BOX. This tiny replica of an outdoor drink cooler really works! Insulated construction enables one ice cube to keep four full ounces of martinis chilled all day in a "fridge" no bigger than a pack of cigarettes. Watch shoppers stock up on these little beauties for gift giving to every drunken outdoorsman on their list. **$215 per gross.** (Ice cubes not included.)



KING TUT SCRATCHING POST enables Kitty to enjoy the holidays by taking part in the current "Tutmania" boom. Sturdy walnut veneer post is covered with durable nylon carpeting and topped by a shimmering gold plastic mask of King Tut that is almost guaranteed to fascinate any cat. A sure seller to fad conscious animal owners who normally spend at least $50 on a Xmas gift for their pet. Yet our price to you is only **$325 per dozen.**

GOLD PLATED, PERSONALIZED HANDCUFFS are the year's hottest item in high profit men's jewelry as "White Collar Crime" booms from coast-to-coast. With a gift of these lovely status symbols, there's never a need for beloved perjurers or kickback recipients to be dragged off to the slammer wearing cheap G.I. handcuffs. Choose desired names from the list below, and mix or match your order at **$188 per dozen sets.**

NAMES AVAILABLE FOR PERSONALIZED HANDCUFFS

Bernie	H.R. (Bob)	John M.
Bert	Jeb	Milhous
Chuck	John E.	Spiro

BATH TUB GIN OUTFIT lets booze hounds save big money as they also re-create the nostalgia of Prohibition Days. Includes copper coils, earthen crock, large sack of fermented grain and rubber liner for bath tub to prevent gin from corroding the porcelin. Ideal for any lush because of federal laws that permit home liquor distilling only if the maker drinks it all himself. We offer the complete outfit for only **$80**.

DO-IT-YOURSELF PRESCRIPTION KIT is sure to bring Xmas squeals of delight from the family hypochondriac. Special holiday season novelty package contains everything a sicko needs to prescribe his own medication without wasting time and money to go to a doctor. Includes blank prescription pad, dictionary of medical abbreviations and rubber stamp replica of a famous physician's signature. (Your choice of Albert Schweitzer, Jonas Salk or one of the Mayor Brothers.) **$26 per dozen.**

AMAZING NEW ELECTRONIC CRUTCH contains digital clock and six-function calculator, both easily operated by exerting normal pressure on armpit pad. A great gift for letting the disabled know that their infirmity attracts attention, but that they merit a Christmas remembrance anyway. Crutch comes with 100-foot electric cord for handy use throughout the house. **$317.50 per dozen.**

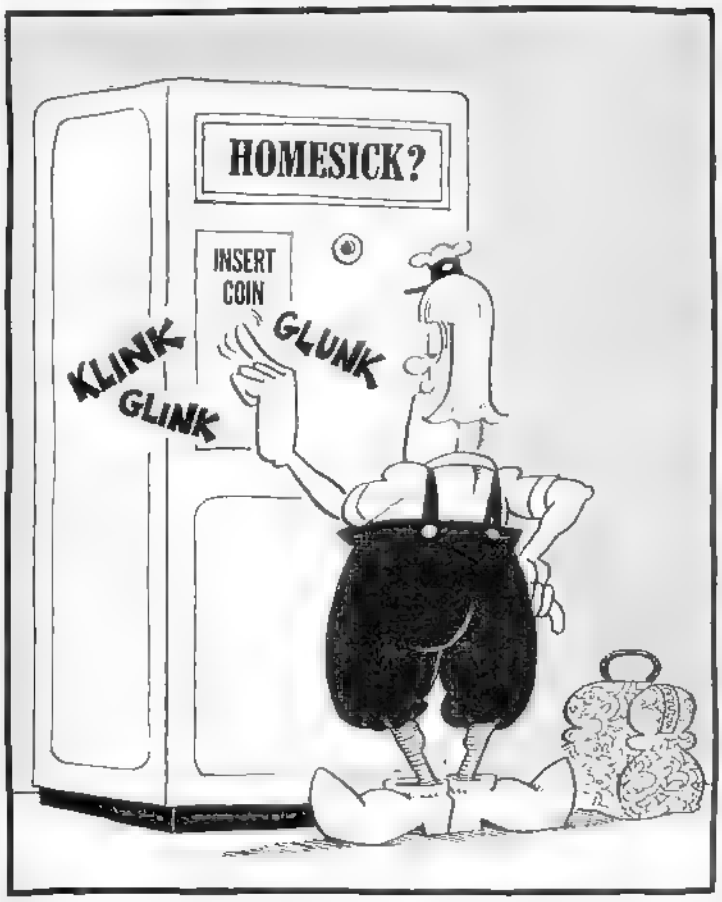
LOVELY REPLICA OF 16TH CENTURY CHURCH BELL is perfect for sounding village fire alarms, summoning deaf servants or merely displaying in the family bell tower as a conversation piece. Your customers will rave over these 800-pound bronze beauties that come complete with macrame pull ropes. Each bell is a gift that will be remembered for months, yet it wholesales at only **$7,450,** plus **$1,200** for postage and handling.

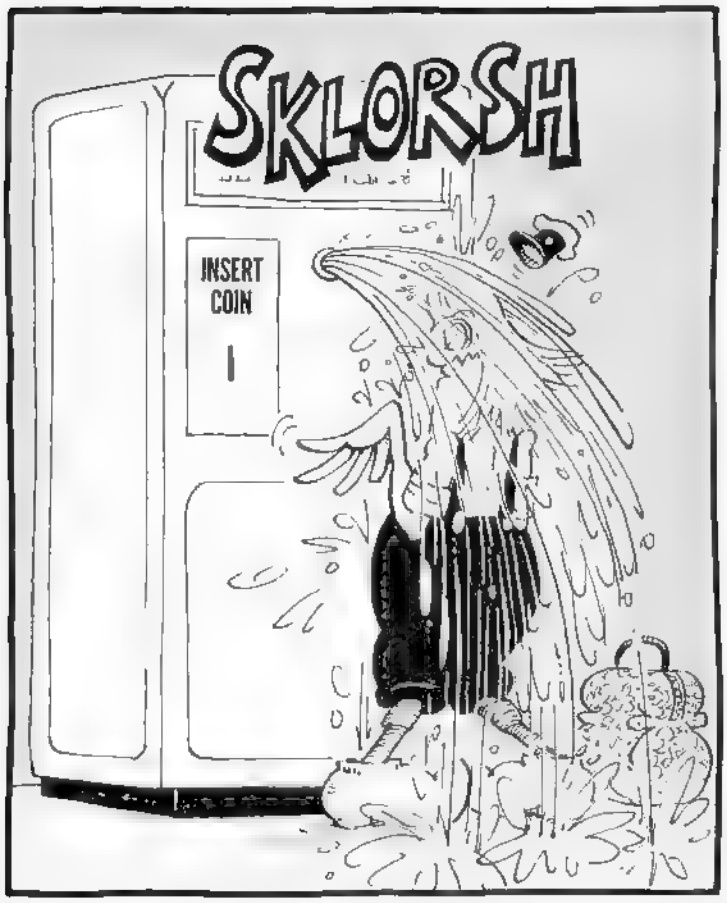
WOOLY MAMMOTH MEAT OVER 50,000 YEARS OLD makes a delightful conversation piece when presented to gourmets at holiday time. Small fillets come from a recently discovered prehistoric mammoth that was miraculously preserved in an Alaskan glacier. **$11 per three-pound chunk.** (Not recommended for mail order gift sales due to the fact that defrosting in transit could turn fillets into mere smelly puddles.)

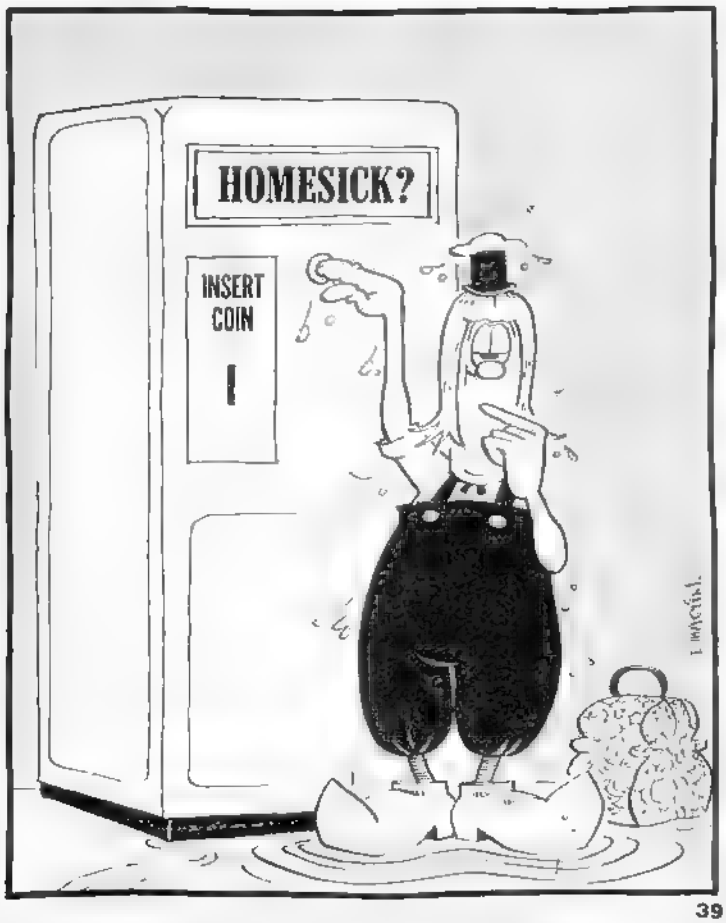
TEN-THOUSAND VOLT BIRDBATH is this year's top new gift for animal haters. Solid steel splashing pan guarantees quick electrocution of robins, wrens, and other pests when remote control switch is thrown. This item sells itself when retailers emphasize the unique safety factor that permits tiny tots and senile oldsters to enjoy killing birds without shooting off dangerous firearms. Offered wholesale at **$42 each in one dozen lots.**

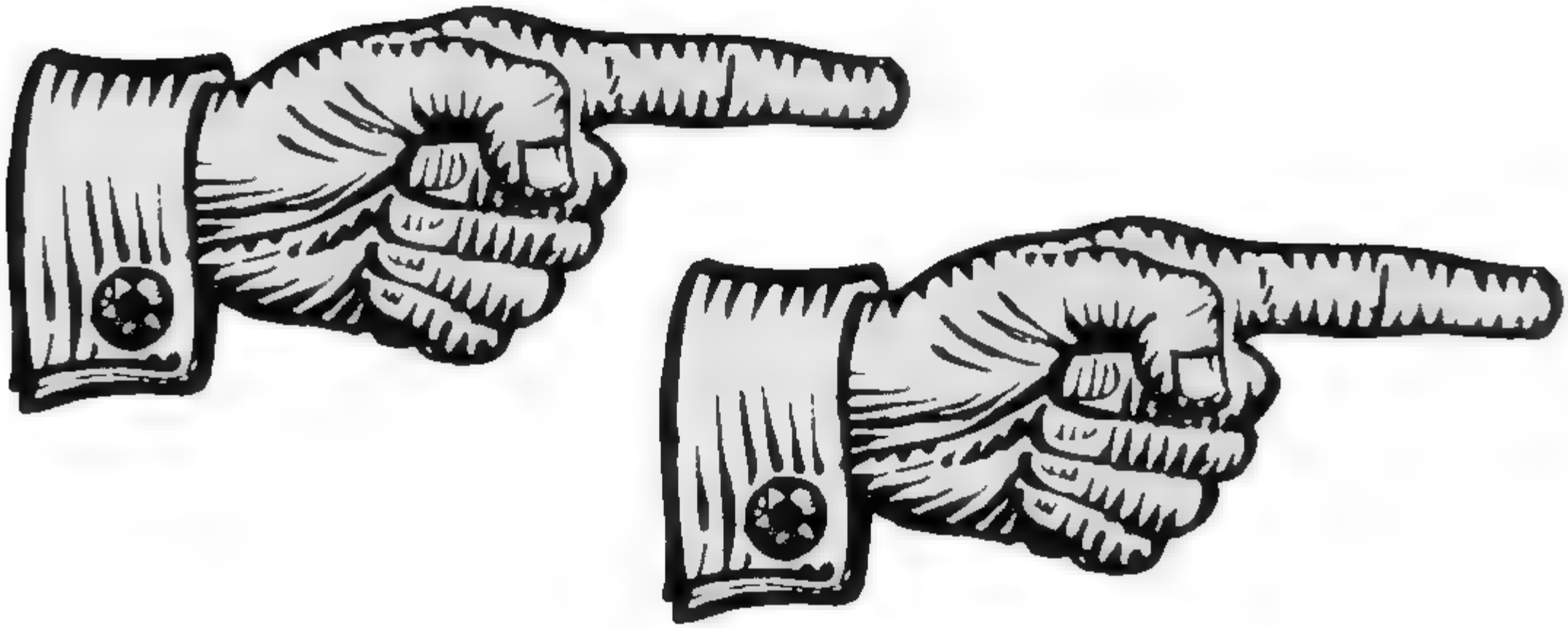
DON MARTIN DEPT. PART III

ONE EVENING IN AN AMSTERDAM BUS TERMINAL









Nothing to see here!

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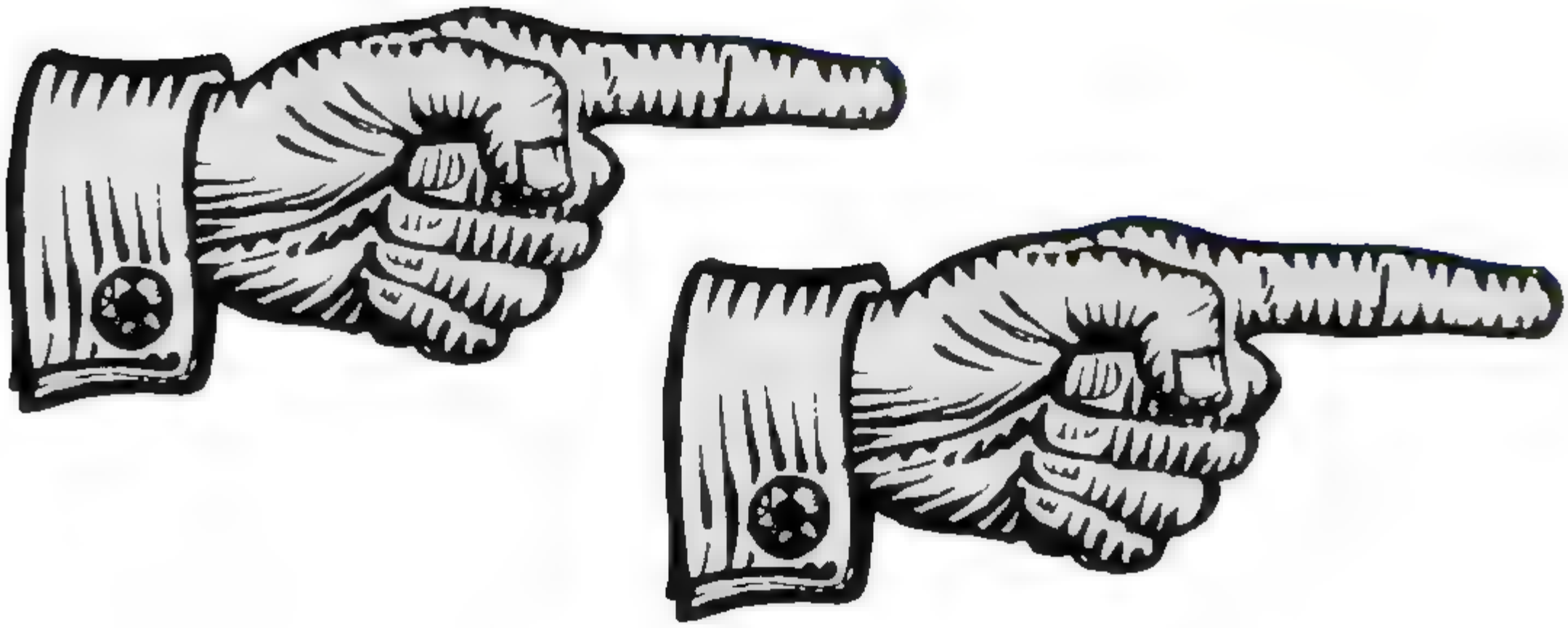


VOLUME SALES DEPT.

TODAY, ALL OVER THE COUNTRY, LIBRARIES ARE CLOSING DUE TO A LACK OF FUNDS. MAD

IF LIBRARIES SOLD A

MUTINY ON THE Bounty PAPER TOWELS NORDOFF & HALL

Bell, Book, and Campbell's John Van Druten

Grand Hotel Bar

DAVID Copperfield FIELD Charles Dickens

ban ROLL-ON HUR LEW WALLACE

The Catcher In The Rye Kisp J. D. Salinger

7up THE DOUBLE SUITCASE

WATERSHIP Downy Richard Adams

Dr. Jekyll & Mr. Hyde HYDROX COOKIES

THE THORN BIRDS EYE

the old man and the Seagrams ERNEST HEMINGWAY

HEBREW NATIONAL VELVET ENID BAGNOLD

Mobil Dick HERMAN MELVILLE

THE LORD OF THE Ring Ding

MARJORIE MORNINGSTAR Star-Kist Herman Wouk

LOST FOR LIFEBUOY

THE FOUNTAIN-Head & Shoulders AYN RAND

THE Gillette RAZOR'S EDGE Somerset Maugham

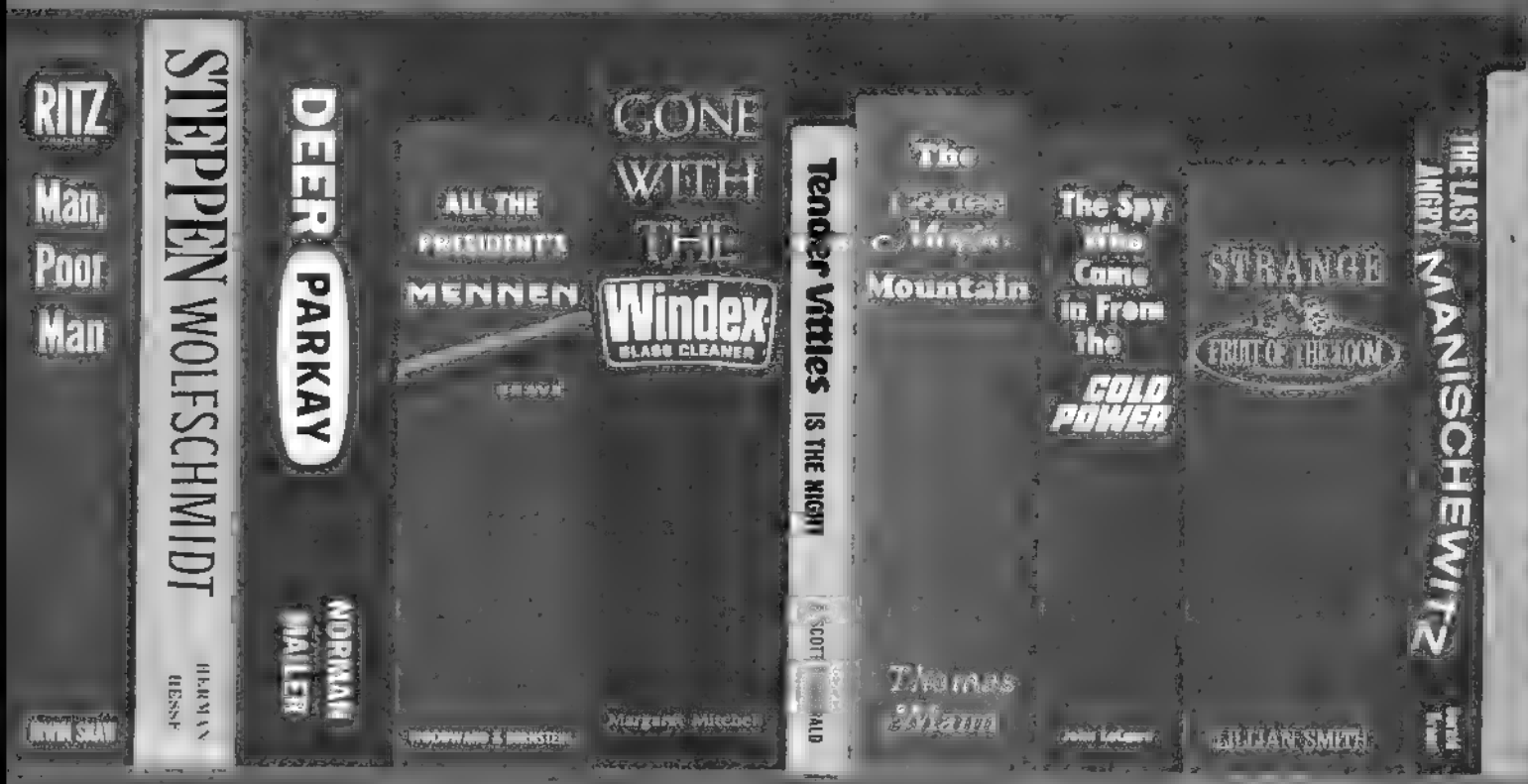
20,000 LEAGUES UNDER THE SEA & SKI SUNTAN LOTION JULES VERNE

FROM cheer TO ETERNITY

SUGGESTS A WAY TO MAKE UP THOSE DEFICITS, MAINLY, THERE'D BE PLENTY OF MONEY...

ADVERTISING SPACE

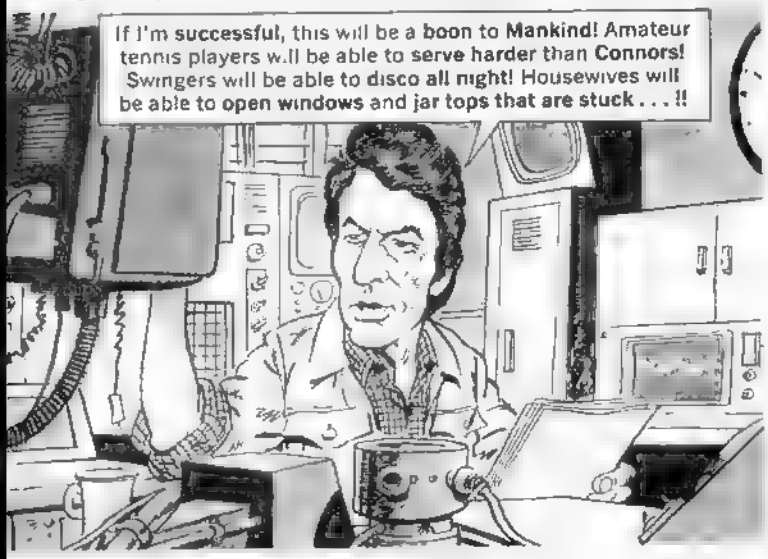
ARTIST: BOB CLARKE WRITER: WILLIAM GARVIN



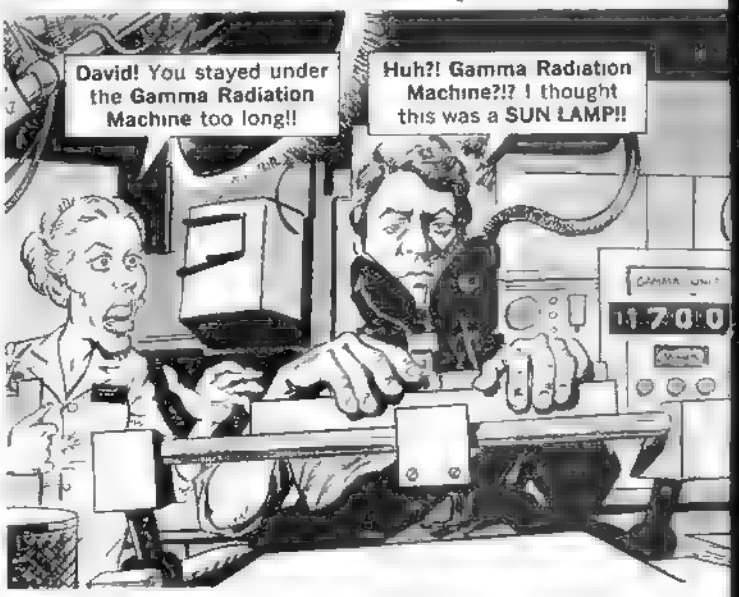
GREEN WITH ENNUI DEPT.

In case you've **never seen** this TV show before, pay **close attention** to the **opening narration,** or the show won't make any sense. Come to think of it, even if you **do** pay attention, it **still** won't make any sense!!

Dr. David Bummer, mild-mannered scientist, searching for a way to tap into the **reserve of strength** all humans have . . .

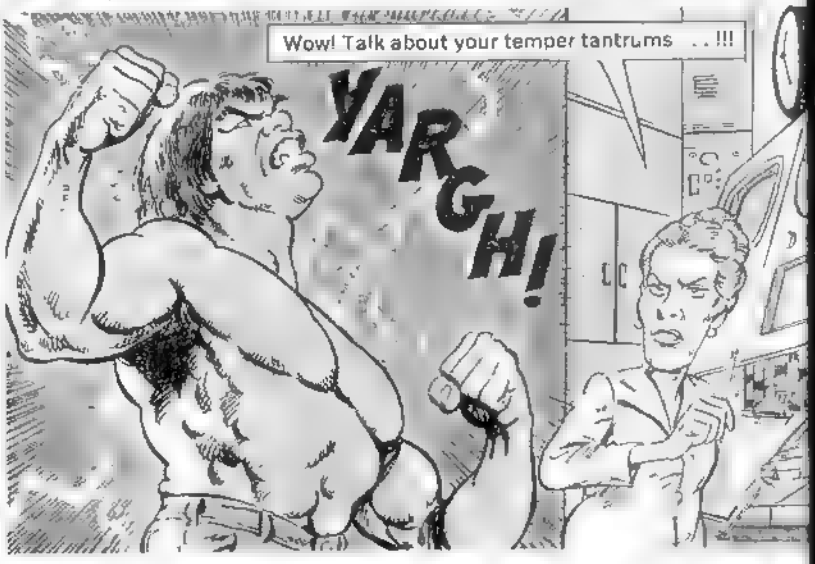


Then, a sudden accidental overdose of gamma radiation

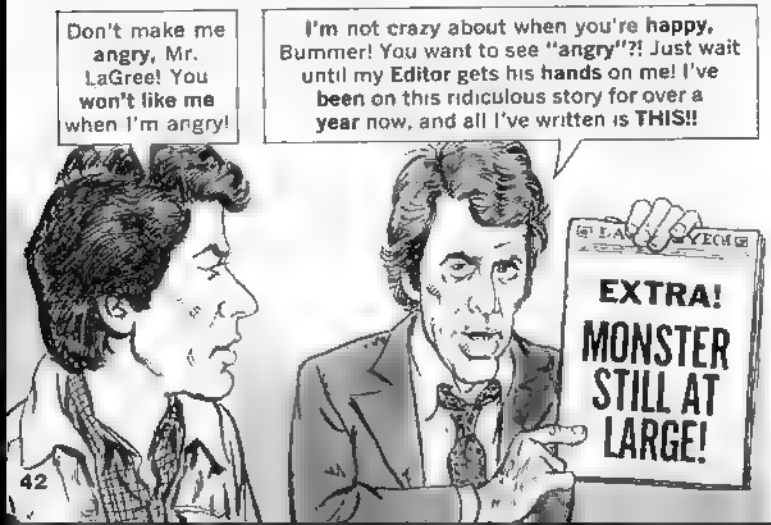


and suddenly a **strange metamorphosis** took place . . .

And now, whenever mild-mannered David Bummer gets **angry** . . .



The creature is **constantly hounded** by a **nosey reporter** . . .



The creature is wanted for a **murder** he **didn't commit,** and David is **believed dead** when he orders his **own funeral.** And he **must** let everybody **believe** he's dead until he learns to **control** the **rotten terrible temper** that dwells within him.

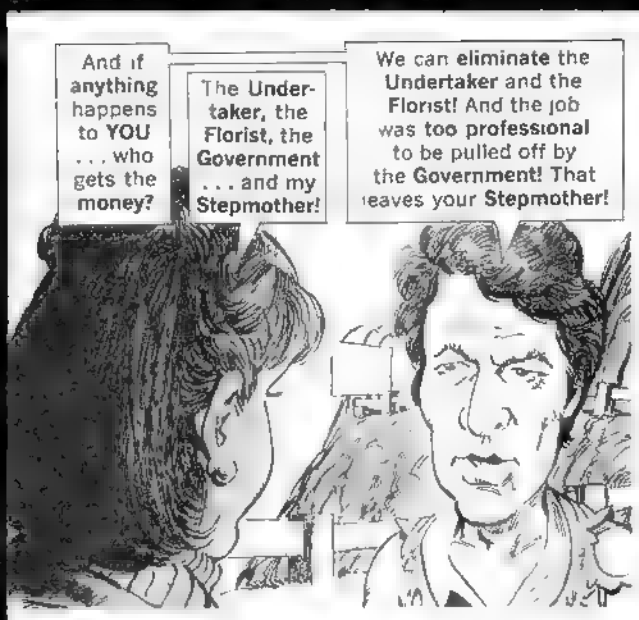
THE INCREDIBLE BULK

ARTIST ANGELO TORRES

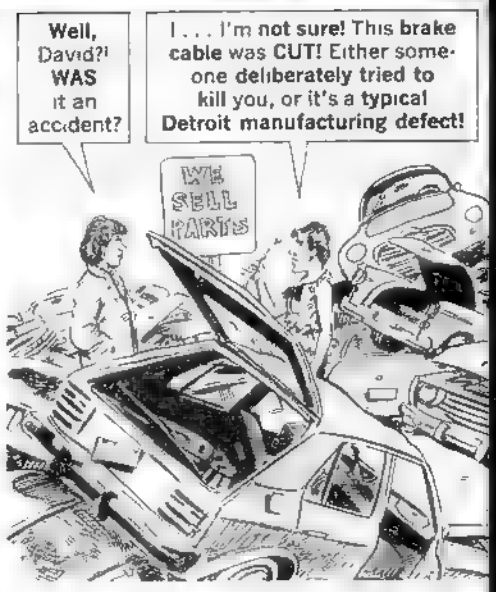
WRITER LOU SILVERSTONE

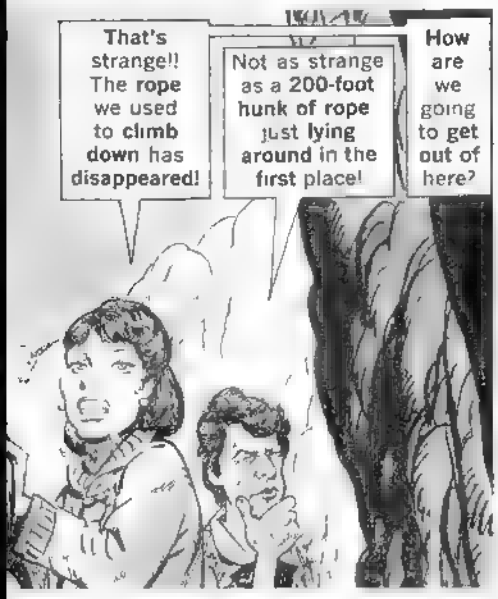
I'd appreciate a ride, Miss . . .
I'm sorry . . . but I don't pick up hitchhikers!
That's unpatriotic! Hitchhiking is an old American Tradition . . . like baseball, hot dogs, apple pie and rape! Besides, it happens to be extremely essential to all "Hero-On-The-Run" shows like this!
SAN FRANCISCO OR BUST
Okay, get in! Why should I think there's something wrong . . . just because you're walking around in the snow with no shirt?
My shirt? Oh—I was washing it when this guy came up and offered me fifty bucks for it! Then he tore it in half, and washed half in my detergent, and half in Brand-X!
Here's something you can slip on! It belongs to my Stepmother!
Why are you going to Frisco?
They have a Lab with a new-type Gamma Radiation Machine . . .
. . . and besides—where else can I go dressed like this?
Why the interest in Gamma Radiation research? Are you a scientist?
No, I'm more like a bum! I go from place to place meddling in people's affairs and doing odd jobs like butlering, plumbing and stevedoring! Gamma Radiation is my—hobby!
It's amazing!
I guess Gamma Ray Research IS an unusual hobby!
No, I mean that you manage to find a job every week despite the high rate of unemployment!
And I don't even have a Social Security card, or references! And I go to interviews in a torn shirt!
Why are you going so fast?!?
There's something wrong with the brakes!!
Women drivers make me so ANGRY!
ARRRGGHHH!
Oh, my God!!
Big deal! If the male chauvinists in charge of TV would let ME bust out of MY dress, I'd get the biggest ratings in history!!
This is place, here!
No! you bloomin' idiot! We want the ELEPHANT'S Graveyard not the Automobile's Graveyard!

RAARRRGGHH!
Dat zshlub can't even talk, and he's got his own show! I gotta get me a new agent!
What happened?
You turned into a horrible green MONSTER!!
Please, don't worry! The creature will never harm you! I was exposed to an overdose of Gamma Rays, and that change occurs whenever I get MAD!
So try some other magazine, like "Reader's Digest"! Worst that can happen, it'll put you to sleep!
No . . . whenever I lose my temper, I turn into the creature!
It must cost you a fortune in shirts!
That's why I have to find a Gamma Ray Machine and try to reverse the process!
PHONE
Operator . . . I'd like to report an accident!
That will be ten cents, pleayz!
But I put a dime in!!
I'm sorry! Your three minutes are up! Deposit ten cents for another three minutes, pleayuz!
You're making me ANGRRRY!!
PHONE
BAN TV COMIC BOOK SERIES
BRING BACK READING
ARRGGH!
Deposit ten cents for the next three minutes . and two thousand dollars for the telephone booth, pleayuz!!
PHONE
David! Speak to me! Are you okay?
Considering I just changed from a size 38 to a size 72 and back in about two minutes, I'm fine!
That's strange! I could've sworn the phone booth where I left my clothes was right here!
This is the very same spot where my Daddy was killed!
That's quite a coincidence! Who benefited from your Father's death?
The Undertaker . . . the Florist . . . and the Government!
The . . . the Government?!? You mean the CIA was mixed up in this?!?
No . . the IRS! My Daddy left me fifty million dollars!
HAWKAAAA


And if anything happens to YOU . . . who gets the money?
The Undertaker, the Florist, the Government . . . and my Stepmother!
We can eliminate the Undertaker and the Florist! And the job was too professional to be pulled off by the Government! That leaves your Stepmother!

You're wrong! My Stepmother loves me! She gave me my car! It's the same model she gave Daddy!
I'm probably being silly . . . but let's check the car out!

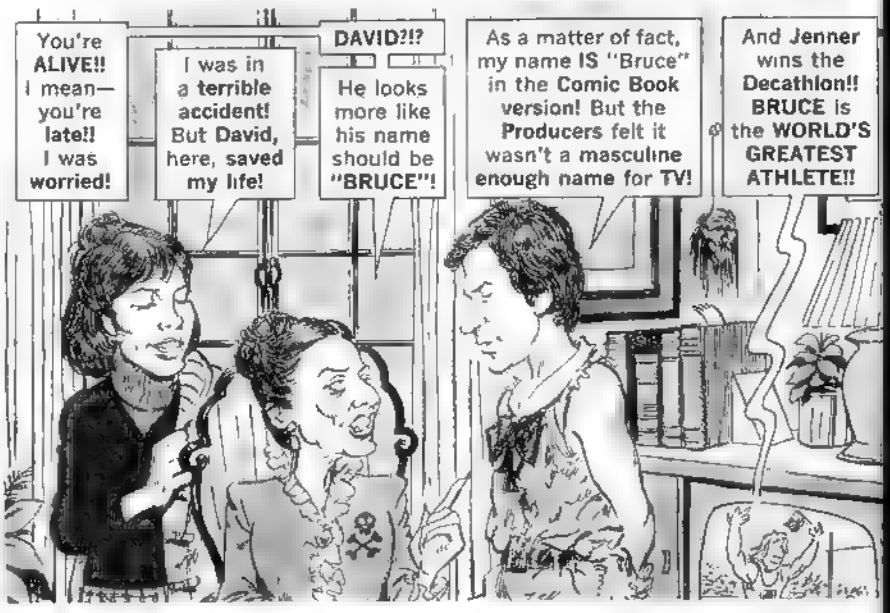

Well, David?! WAS it an accident?
I . . . I'm not sure! This brake cable was CUT! Either someone deliberately tried to kill you, or it's a typical Detroit manufacturing defect!
WE SELL PARTS


That's strange!! The rope we used to climb down has disappeared!
Not as strange as a 200-foot hunk of rope just lying around in the first place!
How are we going to get out of here?

I've got an idea! Turn into that— that "Thing" and HE'LL get us out!
Listen, I just can't have a metamorphosis any time I feel like it!!
Try, David!
I'm trying!! NNNGHHRHH!!

Try harder, you creep!!
What are you doing?
Trying to make you ANGRY, stupid! You know, this show is almost as lousy as "THE MAGICIAN"!!
YOU ASKED FOR IT, LADY! ARGH!

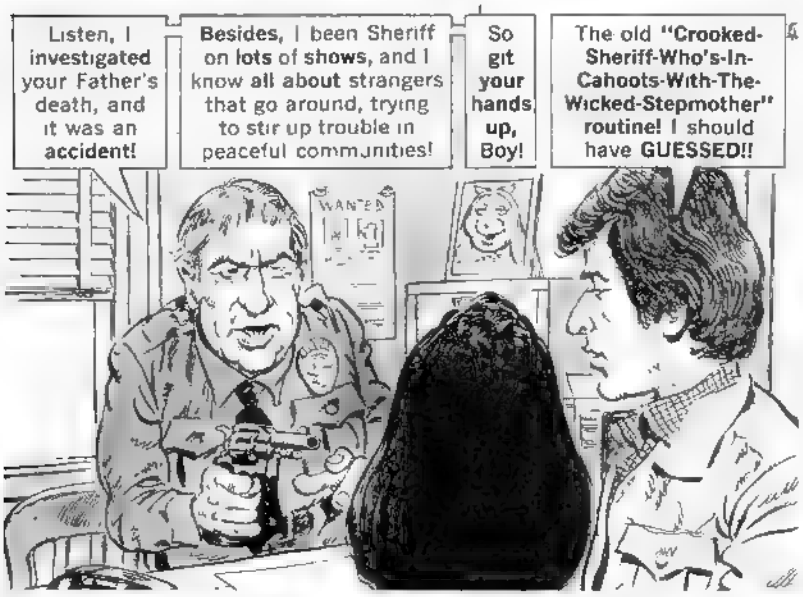
ARRRGGGHHHHH!!!
With all the handsome Super Heroes in the world, how come I end up with an overgrown, inarticulate green clod in a torn dress?!?
EXIT

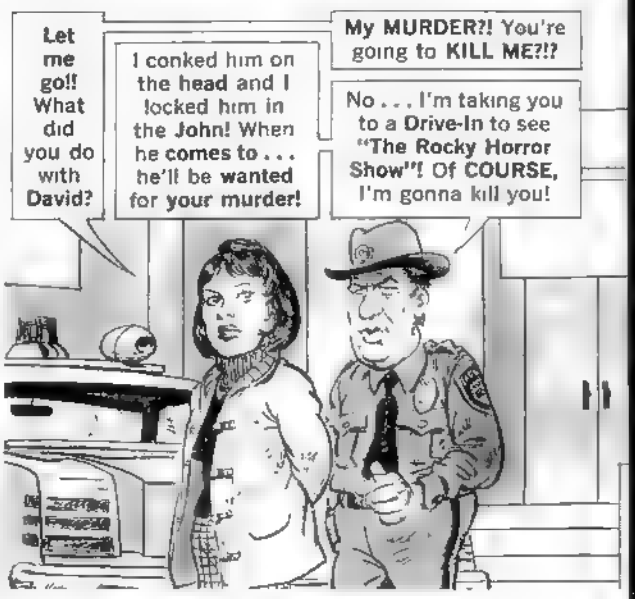

You're ALIVE!! I mean— you're late!! I was worried!
I was in a terrible accident! But David, here, saved my life!
DAVID?!?
He looks more like his name should be "BRUCE"!
As a matter of fact, my name IS "Bruce" in the Comic Book version! But the Producers felt it wasn't a masculine enough name for TV!
And Jenner wins the Decathlon!! BRUCE is the WORLD'S GREATEST ATHLETE!!

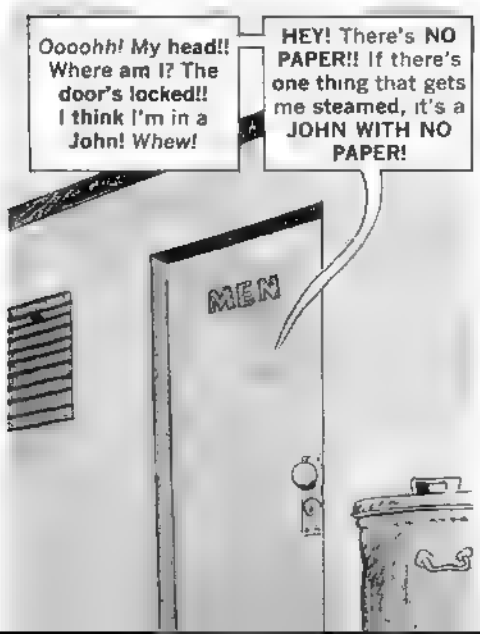
Do you still suspect my Stepmother?? She seemed grateful to you for saving my life!
Then why did she sic her dogs on me?!?
You tore her best dress!!
POSTED

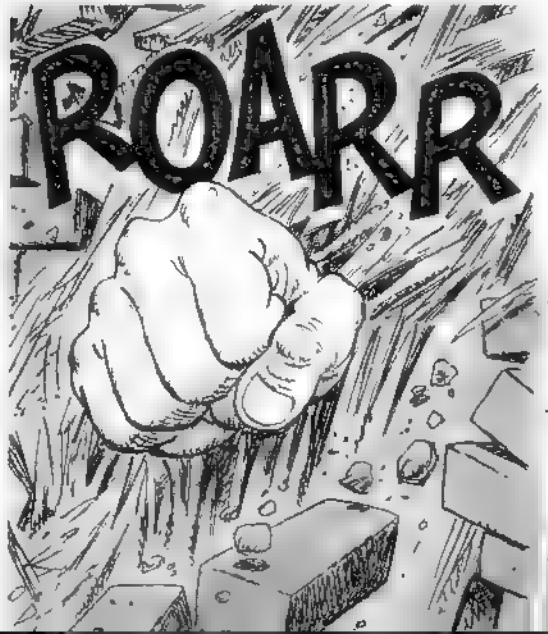
If we could only find some hard evidence!
Maybe this will help! I found it under my Stepmother's bed!
BRAKE TIME FILMS INC
Results Guaranteed

You botched it, Sheriff! The brat WASN'T KILLED!! And I think she suspects something!
She's on her way to see you! There better not be any slip-ups this time!
There's a man with her! Waste him, too! Is he WHAT? No, he ISN'T over 7 feet tall, and he ISN'T green! You better lay off the sauce till the job's over!

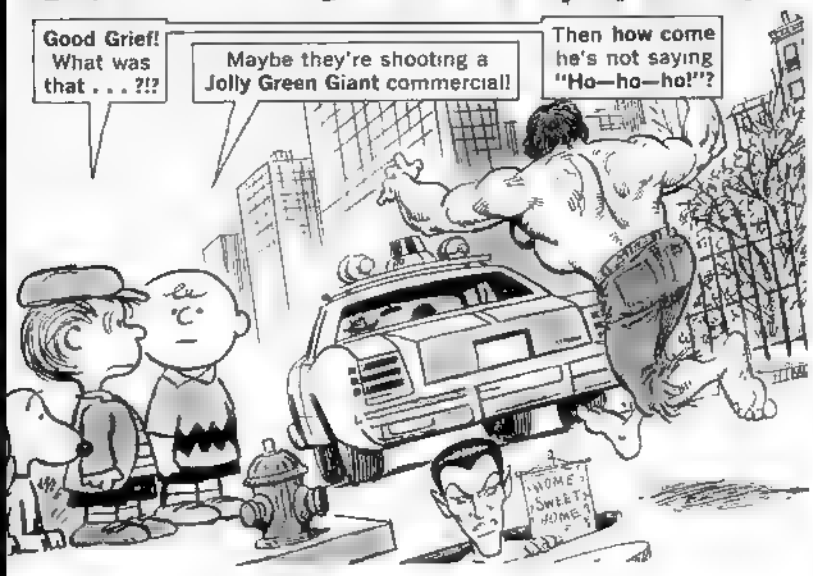

Listen, I investigated your Father's death, and it was an accident!
Besides, I been Sheriff on lots of shows, and I know all about strangers that go around, trying to stir up trouble in peaceful communities!
So git your hands up, Boy!
The old "Crooked-Sheriff-Who's-In-Cahoots-With-The-Wicked-Stepmother" routine! I should have GUESSED!!
WANTED

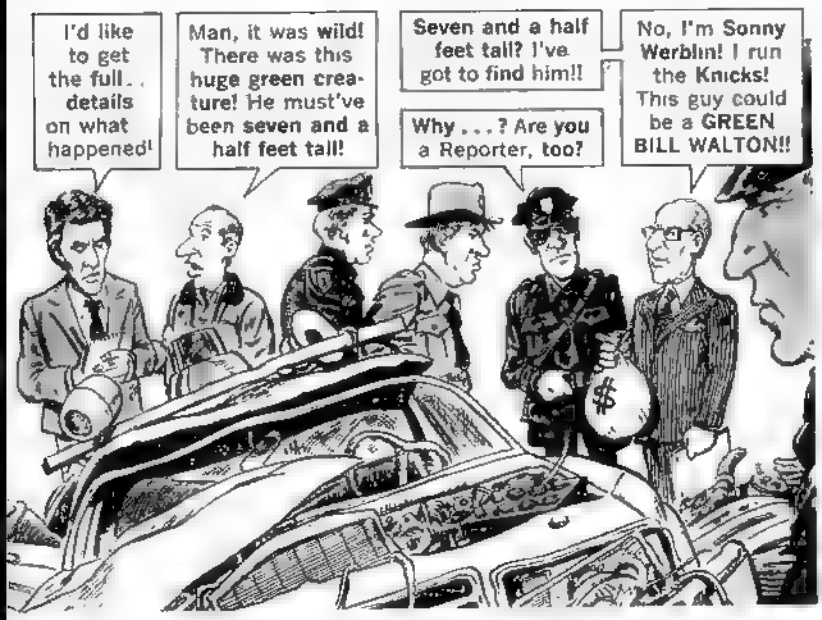

Let me go!! What did you do with David?
I conked him on the head and I locked him in the John! When he comes to . . . he'll be wanted for your murder!
My MURDER?! You're going to KILL ME?!?
No . . . I'm taking you to a Drive-In to see "The Rocky Horror Show"! Of COURSE, I'm gonna kill you!

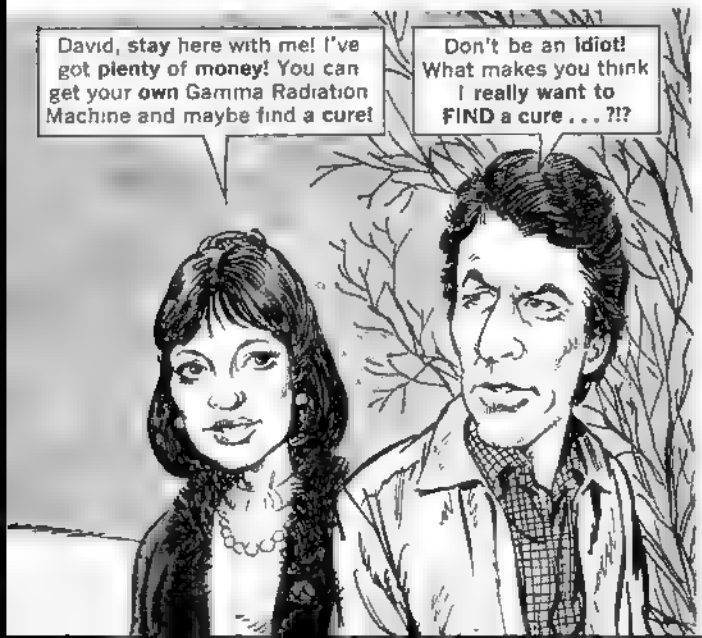

Oooohh! My head!! Where am I? The door's locked!! I think I'm in a John! Whew!
HEY! There's NO PAPER!! If there's one thing that gets me steamed, it's a JOHN WITH NO PAPER!
MEN

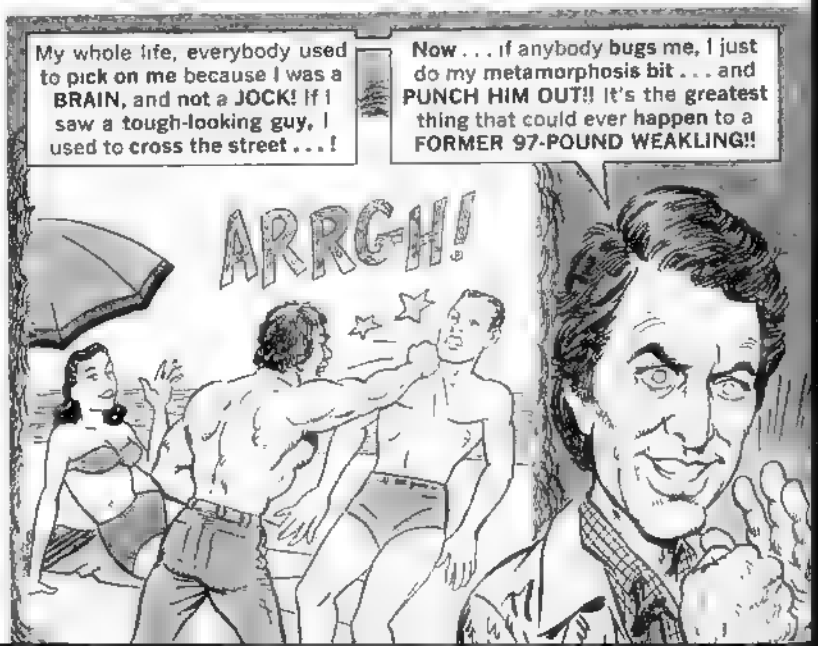

ROARR

AARRRRGGHHHH!!



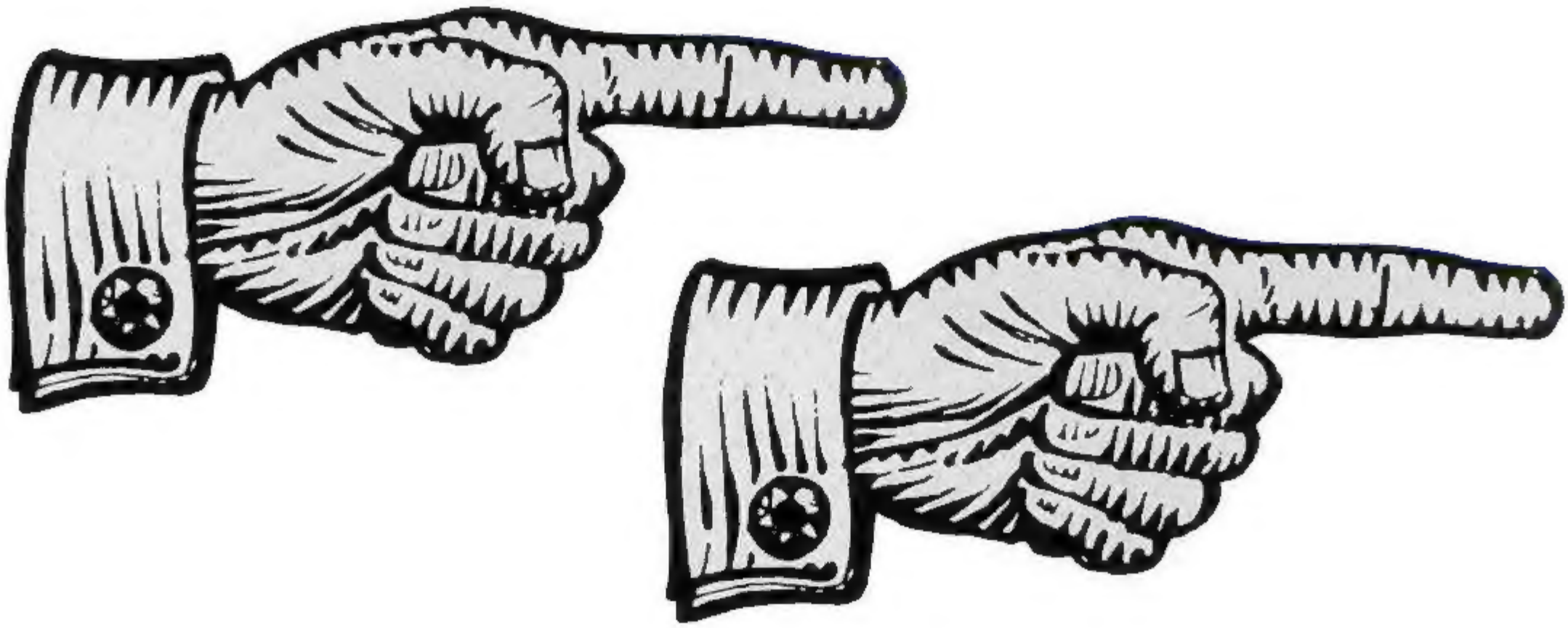






Nothing to see here!

Please skip ahead.



WHAT MARVELOUS NEW DEVELOPMENT SHOULD HAVE ARCHITECTS EVERYWHERE REJOICING?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

The state of Architecture all over the world has been deteriorating in recent years. But the promise of the future looks much brighter now, thanks to a significant new scientific development. To find out what that wondrous new invention is, fold in the page as shown.

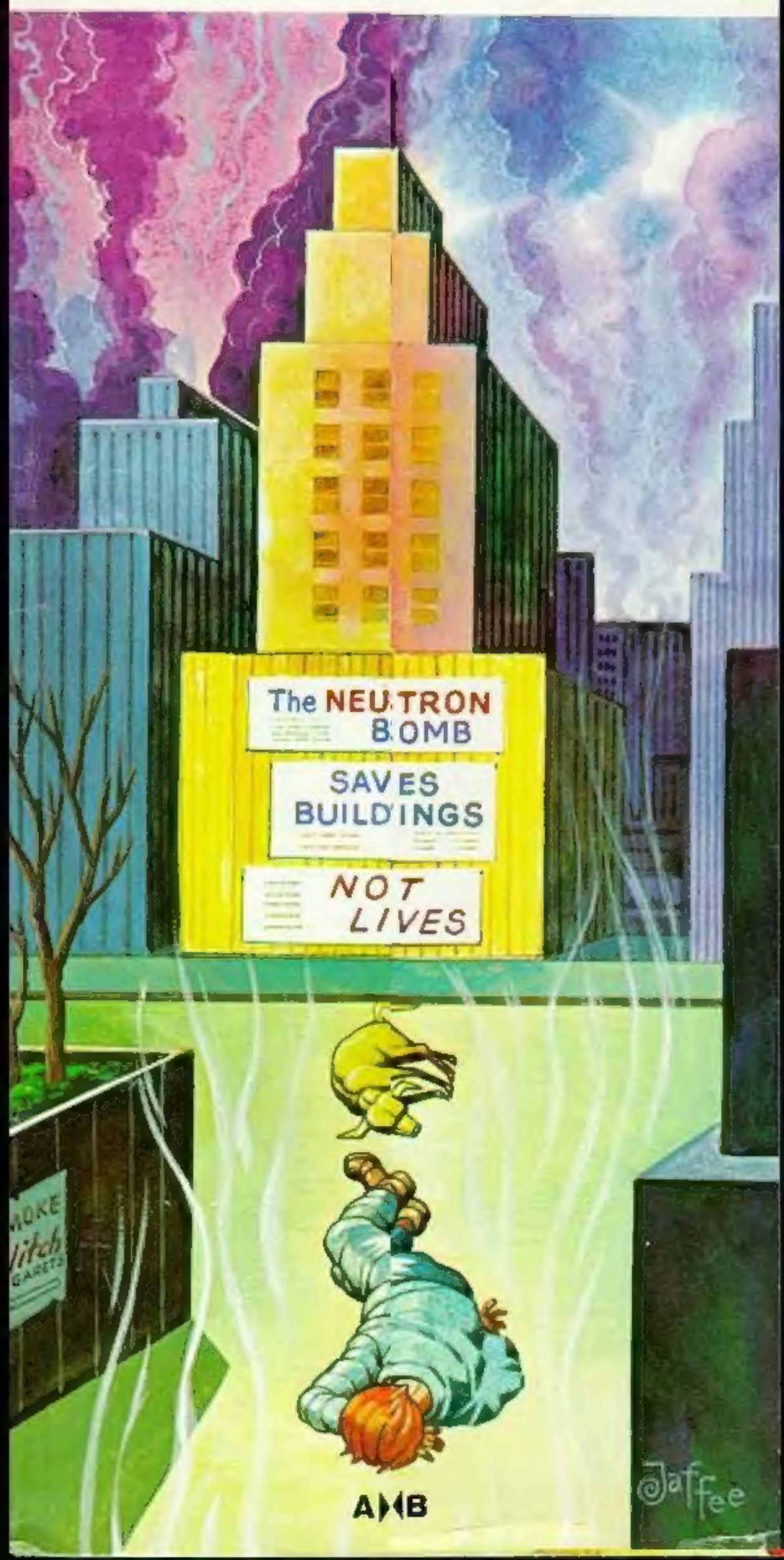
FOLD PAGE OVER LIKE THIS!

A) FOLD THIS SECTION OVER LEFT (B FOLD BACK SO "A" MEETS "B"

WHAT MARVELOUS NEW DEVELOPMENT SHOULD HAVE ARCHITECTS EVERYWHERE REJOICING?

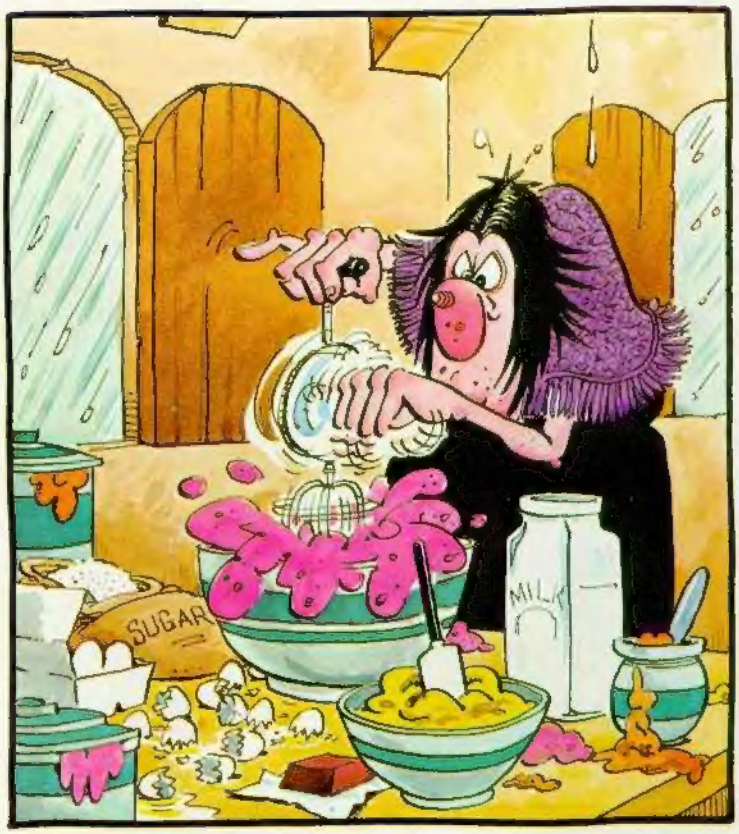
FOLD PAGE OVER LIKE THIS!

A ◀B FOLD BACK SO "A" MEETS "B"



A▶◀B

ONE RAINY AFTERNOON IN THE BLACK FOREST



ARTIST: DON MARTIN WRITER: SERGIO ARAGONES